

3125 Fawn Lane  
Jackson, Mi  
49201

Phone 517-783-3209  
Fax 517-784-0785  
E-mail  
[hank@hankweber.com](mailto:hank@hankweber.com)  
[www.HankWeber.com](http://www.HankWeber.com)

## Hank Weber - Consultant-Mentor-Facilitator *summary resume'*

---

Focus	Contract consulting assignments in the areas of Performance Improvement, Marketing, Franchising, Entrepreneurship, Organizational Development, Team Facilitation, Internet Marketing and Business Start Up as well as Mentoring and Interim Management Roles
Profile	<ul style="list-style-type: none"><li>• Innovative, imaginative, resourceful...skilled in the creation of results producing business and marketing strategies</li><li>• Proven organization builder with a record of coaching and motivating people with diverse interests to attain their potential</li><li>• Confident, articulate communicator...adept at interacting and working with people at all levels...strong ability to implement and accomplish change</li><li>• A proven educator...having developed the content material and instructed hundreds of courses and seminars...a solid track record of training &amp; development</li><li>• Extensive hands on business start-up and management experience</li><li>• Rare blend of creativity and productivity...can clarify and implement ideas</li><li>• Well organized decision maker</li></ul>
Experience	<ul style="list-style-type: none"><li>• Internet Web Site Development and e-Commerce</li><li>• Business and Marketing Consultant</li><li>• Founder and President of Franchise Company</li><li>• Franchisee with four different companies</li><li>• University &amp; College Business Faculties</li><li>• Started, Operated &amp; Sold Several Businesses</li><li>• Director of Computer Services</li><li>• Computer Sales and Systems Engineering</li><li>• Project and Plant Engineering</li></ul>
Education	<ul style="list-style-type: none"><li>• Master of Science Business Administration</li><li>• Bachelor of Science Mechanical Engineering</li><li>• Howard Shenson Consultant Training, Dale Carnegie Courses, Leadership Academy, Tom Hopkins Sales Training, School for Entrepreneurs, UOP Online, Execu-Train, PCS, Microsoft and IBM Computer and Systems training</li><li>• Continuing Business, &amp; Internet Marketing Education</li></ul> <p>Strong business analysis skills accompanied by the ability to quickly develop and clearly communicate and implement solution strategies using success building tactics</p>

## Hank Weber - *expanded resume*

Industry	<b>Frog Productions</b>	Jackson, Michigan
Experience	<b>Internet Specialist</b> e-Commerce, Web Site Hosting & Promotion for Small Businesses Teach Classes in Web Site Design, Creation, & Marketing	1999 to Present
	<b>Mastermind Consulting Network</b> <b>Associate</b> Results driven consulting focused upon small and medium sized businesses in the areas of Strategic Planning, Business and Marketing Plans, Franchising, Profitability Improvement, Business Expansion and Start-Ups.	Jackson, Michigan Present
	<b>University of Phoenix</b> <b>Faculty</b> Teach Online degree credit classes in Marketing, Buyer Behavior, Public Relations, Organizational Behavior, Management and Skills for Professional Development	Phoenix, Arizona 2001 to Present
	<b>Auto One Glass &amp; Accessories</b> <b>President</b> Automotive Franchise System with 26 Locations - Trained franchisees to start and manage their businesses Developed financial management tools for franchisee use	Jackson, Michigan 1992 to 2002
	<b>Jackson Community College</b> <b>Adjunct Faculty</b> Develop and teach classes in Management, Business, Advertising, Public Relations, Entrepreneurship, Marketing and e-Commerce	Jackson, Michigan 1979 to Present
	<b>Trimark Consultants</b> <b>Principal / Senior Consultant</b> Marketed and Conducted Howard Shenson Consulting Seminars Specialized in Small Business start-up, marketing and operations Taught business classes developed business & marketing strategies Packaged, marketed and sold small businesses for clients	Jackson, Michigan 1990 to 1998
	<b>Sun Country Auto Centers</b> <b>President / Co-Founder</b> Developed & launched new Franchise System and training programs Developed image, footprint, store themes, operations standards, & marketing Campaigns - Developed operations manuals, employee handbooks and store record keeping systems	Jackson, Michigan 1987 to 1991
	<b>Maaco Auto Painting &amp; Bodyworks</b> <b>Franchise Owner / Operator</b> Obtained SBA financing, built new building & started a totally new business Top franchisee in the Mid West (4 years) & Maaco Cup Winner (2 years)	Jackson, Michigan 1977 to 1988
	<b>Tidy Car Auto Appearance Center</b> <b>Franchise Owner / Operator</b> President's Club for Top Performance & Achievement President of the National Tidy Car Dealer's Association	Jackson, Michigan 1970 to 1986

Industry	<b>Practical Used Car Rental</b>	Jackson, Michigan
Experience	<b>Franchise Owner / Operator</b> Operated a fleet of 50 vehicles for local rental Bought, maintained and sold used vehicles	1982 to 1986
	<b>Gilbert Commonwealth Consultants</b> <b>Director of Computer Services</b>	Jackson, Michigan 1970 to 1977
	Managed two large scale computing centers with over 100 employees Developed & Instructed Corporate Management Development Program Increased client billable revenue twenty fold	
	<b>IBM</b> <b>Sales / Systems Analyst</b>	Green Bay, Wisconsin 1966 – 1969
	Worked primarily with mid-sized manufacturing firms & public utilities Taught customer courses in Fortran, Cobol, BAL, RPG, & Systems Design	
	<b>E. I. Dupont</b> <b>Project Engineer</b>	Buffalo, New York 1963 to 1965
	Designed and implemented plant improvement projects Area Engineer for one fourth of chemical casting plant Taught Courses in Critical Path Method of project scheduling	
Education	<b>Michigan Technological University</b> <b>Master of Science Business Administration</b> Graduated first in class	Houghton, Michigan 1966
	<b>Michigan Technological University</b> <b>Bachelor of Science Mechanical Engineering</b> Top quarter of class	Houghton, Michigan 1963
	<b>Graduate of:</b> Howard Shenson Consultant Training, Dale Carnegie Courses, Leadership Academy, Tom Hopkins Sales Training, School for Entrepreneurs, UOP Online, Execu-Train, PCS, Microsoft and IBM Computer and Systems training	Ongoing
Teaching Experience	University of Phoenix, Jackson Community College, Baker College, Cleary College, Jackson Small Business Development Center, and Local Industry Developed Course Content and Instructed Courses and Seminars of from 3 hours to 17 weeks during 1980 - Present	
	<ul style="list-style-type: none"> <li>• <i>Starting Your Own Small Business</i></li> <li>• <i>Managing Your Small Business</i></li> <li>• <i>Developing Your Business Plan</i></li> <li>• <i>Entrepreneurial Training Program</i></li> <li>• <i>Business Management &amp; Organization</i></li> <li>• <i>Advertising &amp; Promotion</i></li> <li>• <i>Home Based Business</i></li> <li>• <i>Franchising Your Business</i></li> <li>• <i>Public Relations</i></li> <li>• <i>Team Building</i></li> <li>• <i>Consultant's Workshop</i></li> <li>• <i>Skills for Professional Development</i></li> <li>• <i>Dale Carnegie - Graduate Assistant</i></li> </ul>	<ul style="list-style-type: none"> <li><i>Web Site Development</i></li> <li><i>e-Commerce for Executives</i></li> <li><i>Market Research &amp; Planning</i></li> <li><i>Market Plan Implementation</i></li> <li><i>Intro to Computing</i></li> <li><i>Using the Internet</i></li> <li><i>New Franchisee Training</i></li> <li><i>Business Imaging</i></li> <li><i>Leadership Development</i></li> <li><i>Time Management</i></li> <li><i>Women in Business</i></li> <li><i>Sales Training</i></li> <li><i>Tom Hopkins Video Coach</i></li> </ul>

Developed and Instructed Over 100 different Courses

- Especially Effective With Adult Learners
- Skilled in Building Participation and Sustaining Interest
- Attains Course Objectives and earns Student Praise
- Practices empowerment and develops self-accountability

## Workplace

**Skills** Very experienced with business format franchising having been a franchisee from 1977 thru 1998 for four companies and then a franchisor from 1988 thru 2002. Hands on knowledge of franchise agreements and licensing, operations manuals, training systems, warranties, franchisee associations, POS, group buying, co-op advertising, market development funds and vendor agreements.

Experienced with Windows XP, MSWord, Excel, PowerPoint, Access, Outlook, Quick Books, Idea Fisher, Web Site Editors, Mail and Marketing Applications. Comfortable in large and small meeting rooms using computers, overhead projectors, marker boards, white boards, flip charts, handouts, multi-media audio and visual tools.

Experienced with interviewing and selecting employees having interviewed on campus for duPont, IBM and Gilbert Commonwealth as well as for my own businesses and franchise company.

Have designed and conducted sales contests, franchisee performance programs, quarterly and annual meetings. Have planned, designed, organized and operated trade show booths.

All jobs held since 1970 have involved direct budgetary accountability and the direct & multi level supervision of people

Have been responsible, as CEO & COO, for all aspects of the operation of a corporation and have had extensive direct contact experience with attorneys, CPAs, real estate brokers, bankers, customers, vendors, governments, the media, competitors, and the community

Have built businesses and have downsized during changing times. Have managed broad mixes of people from college educated professionals to entry level task oriented people; including seniors, baby boomers, generation X'ers, and Nexers all at the same time

## Affiliations

### **Industry**

Business Network International (BNI) President  
Michigan Glass Association Board of Directors  
Glass Choice Board of Directors  
National Glass Association, Independent Glass Association  
Automotive Service Council, National Federation of Independent Businesses  
Past member of American Society of Mechanical Engineers, as well as  
several local and national computing and systems design trade associations  
Maaco Auto Painting & Tidy Car Franchisee Advisory Boards

### **Community**

Jackson Area Chamber of Commerce & Hillsdale County Chamber of Commerce  
Jackson Community College Marketing & Computing Advisories  
Jackson Area Career Center Commercial Art & Media and Automotive Collision  
Tech Advisories

Northwest Schools Board of Education(VP), Athletic Boosters, Milage Committee  
Blackman Township Recreation Planning Board  
Jackson County Rose Festival Board of Directors  
Jackson Hockey Association Board of Directors, Hockey Coach for thirteen years  
East End Merchants Association

**College**

Michigan Tech Junior Class President  
Theta Tau Fraternity President  
Blue Key National Honor Fraternity President  
Chairman Michigan Tech Winter Carnival  
Student Council, Senior Editor of Yearbook  
Who's Who in American Colleges & Universities

References

Letters of recommendation, instructional evaluations and feedback and or  
reference contacts are available upon request