

# Gary Scarboro

407-366-4444

[GaryScarboro1@gmail.com](mailto:GaryScarboro1@gmail.com)

**Creating, Transforming, Marketing, Selling, Training, Managing, Supervising & Leading!**

**Trade Associations (15 Years) CEO/Executive Vice President/Consultant/Government Affairs/Education Director**

Assist organizations and businesses with challenging assignments, to reach higher levels of performance by developing strategic plans, building & motivating teams, rebranding, identifying and capturing new opportunities to increase revenue and while reducing unnecessary expenses; AND creating, marketing and managing member events and services. Over the past 15 years, the following Association clients, employers and projects have engaged me:

**2014 – Present Owner/Multifamily Exclusive, Inc. (MultifamilyX.com)**

Design, publish, distribute and market Multifamily Exclusive Monthly Mailer to 5,000 Florida property management decision-makers, provide marketing and printing services.

**Consultant/Greater Iowa Apartment Association (GIAA)**

**Assignment:** To develop comprehensive strategic plan to transform metro Des Moines trade association into a multi-state association representing the apartment industry throughout Iowa and parts of adjacent states.

**2012-2013 CEO/South East Florida Apartment Association (SEFAA)**

**Assignment:** Transformed a local, third party managed trade association into a progressive, adaptive, self-managed association with a larger budget and much larger umbrella of services.

**In two years, we:**

- Increased Multifamily Membership by 32% and Associate Membership by 48%
- Increased annual revenue by 46% (\$350,000+)
- Transformed existing events & increased revenue on every primary measure
- Designed & planned new headquarters & training center in 2013
- Created and implemented new SEFAA-brand, logo, look & feel, member benefits, events, communications, services, and perpetual revenue sources – Including the following:
  - SEFAA Management Auction at Business Exchange (2013) – Annual
  - SEFAA Double Header - Apt All Stars & Maintenance Mania (2013)- Annual
  - SEFAA Multifamily Conference & Expo (2012)– Annual
  - SEFAA VIBE Holiday Event (2013) – Annual/Perpetual
  - SEFAA Supplier Success Breakfast Events (2013) – Monthly/Perpetual
  - SEFAA website (2012) - Perpetual
  - SEFAA NOW! E-Newsletter (2012) - Perpetual
  - SEFAA GUIDE Resources, Annual Events Calendar & Vendor Guide (2013)
  - SEFAA JOBS, SEFAABLOG, SEFAA BOARD PORTAL, SEFAA MEMBER MARKET (2013)

**2001-2012 CEO/Department Director/Apartment Association of Greater Orlando (AAGO)**

**Assignment:** Transformed a conservative trade association into a progressive and adaptive organization and national leader in education, events, government affairs and member services.

- Increased Association Membership by **11%** in an already-well absorbed market
- Increased Annual Revenue more than **20%** (\$200,000+)
- During 6 years as Education and Government Affairs Director, and 5 years as CEO, AAGO accomplished association growth through new member benefits, enhanced communications, relationships, and new events and perpetual revenue sources, as follow:
  - Created/produced AAGO Business Exchange & Management Auction (2007) – Annual
  - Created/produced AAGO Maintenance Mania (2008) – Annual
  - Created/produced AAGO Golden Key Awards (2008) – Annual
  - Created/produced AAGO Rock-n-Bowl (2009) - Annual
  - Created/produced AAGO Lease-a-Palooza (2009) – Annual
  - Created/produced A-PASS Annual Education Subscription (2009) – Annual
  - Implemented Web-based Association Management System & website (2010)

**Government Affairs Director/Florida Apartment Association (FAA)**

Represented and advocated for the Association at local, state & national levels as:

- AAGO’s first Government Affairs Director (2001-2006) while also Education Director
- FAA’s first Government Affairs Director (2005-2006) while also AAGO’s GAD & ED

**1983-1984 CEO/Riverview Chamber of Commerce**

**Assignment:** First CEO/Transform & Manage the Chamber of Commerce, a Trade Association located in southeast Hillsborough County

**1984-2001 (17 years) Real Estate Broker/National Marketing Director/Regional Manager/Property Manager**

**Assignments:** With Epoch Management, McKinley Properties & Metric Property Management – in Tampa & Orlando, FL

**Sales Associate/Broker/Instructor**

**Assignment:** Brokerage, Sales, Management & Instruction of Real Estate in Riverview, Florida and instructing the real estate sales and broker licensing courses for Schools of Real Estate

**Education & Credentials – Nonprofit, Property Management, Real Estate & College**

- 2005-2012: Certified Association Executive (CAE)**  
American Society of Association Executives (ASAE)
- 2002-2013 Certified Apartment Portfolio Supervisor (CAPS)**  
National Apartment Association Education Institute (NAAEI)
- 1984-1998 Licensed Real Estate Sales/Broker/Instructor**  
Florida Department of Business & Professional Regulation/Division of Real Estate
- 1979-1983 College Graduate – Bachelor of Arts & Graduate Studies**  
University of South Florida - Tampa, FL  
Majors in Political Science & Sociology, Minors in Geography, Public Admin & City Planning
- 1975-1979 High School Student/Architectural Draftsman & Single-family Home Designer**  
East Bay High School - Riverview, FL

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## Voluntary Service & Leadership – Public, Trade & Charitable Organizations

- 2010-Present**    **Official Sand Sculptor, Charity Challenge - Orlando**  
Public Art for Charity – Orlando Citrus Bowl
- 1995-2009**    **Official Sand Sculptor, Beach Fest – Cocoa Beach**  
Public Art for Charity – Cocoa Beach Pier
- 2010-2011**    **President, Association Executives Council**  
National Apartment Association (NAA)
- 2009-2011**    **President, Association Executives Council**  
Florida Apartment Association (FAA)
- 2009-2011**    **Chairman, Program Administration Committee**  
NAA Education Institute (NAAEI)
- 2009-2011**    **Member, Board of Directors**  
NAA Education Institute (NAAEI)
- 2007-2010**    **Mentor, Association Executives Mentor Program**  
National Apartment Association (NAA)
- 2007-2012**    **Member, Curriculum Development Committee**  
NAA Education Institute (NAAEI)
- 2004-2007**    **Authority Member**  
Seminole County Industrial Development Authority
- 2002-2006**    **Board Member**  
Seminole County Contractor Review Board
- 2004-2006**    **Board Member**  
City of Oviedo Tree Management Board
- 2003-2005**    **Committee Member**  
MyRegion.org/Orlando Regional Chamber of Commerce
- 2000-2001**    **Board Member**  
Apartment Association of Greater Orlando
- 1992-1996**    **Committee Member**  
Seminole County Natural Lands Committee
- 1984-1986**    **Board Member**  
Hillsborough County Zoning Board of Adjustment
- 1982-1983**    **Planning Commissioner**  
Hillsborough County Planning Commission