

## 2012 FAB Council Election Bios

### Kim Christie



**Kim Christie is the owner of TAB – Winnipeg Inc.**, providing solutions to leaders of small and mid-size businesses through TAB peer advisory boards and personal one-on-one coaching. He brings over 25 years of senior executive experience and proven results in business development, strategic planning, marketing and operations.

Kim's expertise includes sales generation through mass and direct marketing, turnaround of non-performing businesses, product/ services development, strategic alliances and customer relationship marketing.

Kim spent the early part of his career in executive positions with some of Canada's largest companies where he honed his entrepreneurial skills launching new corporate initiatives. .

He concluded his distinguished corporate career to pursue a lifelong dream – that of owning his own business and in 2004 launched TAB-The Alternative Board in Manitoba.

It's been a long journey from sales floor to senior executive office. At TAB – Winnipeg, Kim applies corporate learnings with proven TAB products into a winning formula to help business owners achieve their personal and professional visions and goals – with a healthy work-life balance.

#### **Why I would like to serve on the FAB Council:**

Since 2004 TAB Winnipeg Inc. has been my sole business as I work exclusively with TAB Board Members and do not accept Consulting projects from non-members.

My personal goal is to build equity in my company and to achieve that goal I (and every TAB franchisee) need the assistance of our franchisor – TAB Corporate. FAB is the conduit to communicate the voice of the TAB Franchisee to TAB Corporate. I have been impressed over the years with TAB Corporate and how they have reached out, listened and reacted to positive input and suggestions from Franchisees to continue to build the value of the TAB brand – because to that end – both Franchisees and Franchisor share the same goal. I am grateful to be part of the TAB community and every time I attend our annual conference – I am appreciative of the depth of knowledge and skills my peers possess. As a member of FAB – representing all Canadian Franchisees my goal will be to actively reach out to determine issues and be your effective ambassador to TAB Corporate. My goal is to make a difference and find the win/wins for all of us. I am just coming off serving 4 years on the Retention Committee and it would be my privilege to serve as the Canadian FAB representative for the next 2 years.

## Bob Marro



Bob's diverse background of working in small, privately held companies and a large Fortune 100 company has put him in the unique position to understand the strains of privately held companies of all sizes. After attending Colorado State University, Bob started his career by learning the sales process within several small businesses and then went to work for a Fortune 100 telecommunications company.

Bob has owned his own telecommunications business, which he developed into a national provider of Tele-com services. In addition to being a business owner, Bob has worked for a large consulting company for several years. He has worked with over 300 businesses in over 30 industries and has performed in-depth analyses of companies' sales, marketing, operations, operational financials, human resources and key performance indicators. Bob is a results-oriented professional who helps small and medium sized business owners achieve more.

Currently, Bob is a franchise owner with **The Alternative Board (Colorado) and has recently decided to take on the Area Developer role for Arizona, Colorado, Nevada, New Mexico, Utah and Wyoming.** In this role, he will continue to help small businesses owners as a TAB facilitator/coach and will also help TAB grow by expanding into areas where business owners can benefit from the TAB opportunity. Bob will also support existing TAB franchise owners to assist them in providing value to business owners in their area.

In addition Bob does the Sales Training for all of the new franchisees and owns several other businesses in the Denver area.

Bob's passion is working with business owners to help their companies grow and reach their goals.

### **Why I would like to serve on the FAB Council:**

I know the up and downs of being a TAB franchisee owner. I really like the work I do, but that does not answer the question "Why would I like to serve on FAB?" Simply put, I have learned whenever I help others it comes back to me. I believe I will benefit from assisting other TAB franchisees. Lastly I was told by two participants at recent Area Developers Summit, that I was a voice of reason.

## Tom Morton



Tom is **The Alternative Board's local Facilitator and Coach for the Harrogate region**. He has a significant breadth of commercial experience having worked as a partner in PKF, a leading national and international firm of accountants, for 27 years.

In his previous life Tom's client base included a wide variety of sectors and size of business, from a top ten building society to SMEs, and including Government departments and agencies, and AIM companies. In addition to client work, Tom ran the Leeds office of PKF for over 15 years, involving eight partners and over 80 staff. This involved an in depth understanding of the motivating factors which drive strong-minded people, in order to harness them together as a team.

Tom subsequently served for four years as an elected member of the firm's National Management Board, a group of seven people with responsibility for strategic planning and direction for a £100m business with 1,700 people.

His other roles have included being President of Leeds Chamber of Commerce & Industry in 2003 – 2005 (he is still on the Board of the Chamber), and being a member of the Council of the University of Leeds for a number of years, latterly as Chair of the Audit & Risk Committee.

Tom graduated in Mathematics at New College, Oxford, in 1972, and qualified as a chartered accountant in 1975.

Tom has many years' experience in helping clients and colleagues focus on what motivates them and how to achieve it, and this exactly suits his role with The Alternative Board. He currently has 28 members and runs 4 boards – 2 for smaller business owners and 2 for larger business owners and CEOs.

### **Why I would like to serve on the FAB Council:**

The success of TAB Corporate's business depends on having happy and successful franchise owners.

The success of franchise owners' businesses depends on the help and support of TAB Corporate.

Therefore anything which helps achieve clear communication, and a spirit of partnership, between TAB Corporate and franchise owners benefits everyone. The FAB Council has a fundamental role to play in this process, and I would welcome the opportunity to contribute.

## Valerie Riefenstahl



Valerie Riefenstahl is the Owner/COO for **The Alternative Board (Ft. Worth, TX)**, a practical organization that forms boards of directors made up of members who are business owners, presidents, CEOs and partners. TAB combines these peer boards with one-on-one business coaching and members are able to achieve the level of success they are working toward even more quickly and with greater confidence. She and her husband, Ed, have run three boards in Fort Worth, Texas since 2006.

A businesswoman and trainer for the last 30 years, she has worked in positions as diverse as a Peace Corps business volunteer in the Dominican Republic, Vice President of Sales and Marketing for an international manufacturer and distributor, overseeing events in the US and Europe, in Mergers and Acquisitions with the Federal government, and teaching Spanish in the public school system.

She has a Bachelor of Science in Chemistry from the University of Texas Permian Basin and a Master of Business Administration from Southern Methodist University.

She has been married to the naturalized Texan, Ed Riefenstahl, for the last 33 years and has three sons, Alex, Austin and Andrew and daughter, Maria.

### **Why I would like to serve on the FAB Council:**

I would like to serve on the council because great institutions are only as great as the efforts of the individuals within the organization. Every one of us has something to contribute and even if our days are already filled with the challenges of modern life and running our families, community commitments and TAB business, service to all is one of the most important things we can do. I will do my best to support the FAB Council in its efforts to serve all. Thank You.

## Tim Stoll



**Tim Stoll is president of Stoll Enterprises Inc.**, a management consulting company located in Baton Rouge, LA focused on empowering business owners to chart an intentional direction for their companies by formulating strategic plans, growing sales and profits and improving organizational effectiveness. Tim owns **The Alternative Board – Metro Baton Rouge**, which currently operates 5 boards and has been helping Baton Rouge business owners for the past 3 years. Additionally, Tim is developing a training business using The Noise Reduction System™ in a course called Leadership Management 2.0 offered through Louisiana State University's Continuing Education Department.

Tim brings 22 years of experience in the specialty chemicals industry to his current role, mainly in global business management of catalyst-related business units and business development roles, including an international business development assignment in Singapore. Tim has BS and PhD degrees in chemistry from Davidson College and Purdue University, respectively and an MSIA (MBA-equivalent) degree from the Krannert School of Management at Purdue University. For more information about Tim, please see his LinkedIn page at <http://www.linkedin.com/in/timstoll3>.

### **Why I would like to serve on the FAB Council:**

I feel like I have received so much and learned so much from my fellow franchisees and from the TAB opportunity in general during the past 3 years. The TAB franchisee community has been so open, ready to help with advice and information and the helpful and positive spirit of so many at the TAB corporate headquarters has been genuinely refreshing. Accordingly, I would like to serve on the FAB Council as a way to give back to both TAB and my fellow franchisees and that my contribution will make a positive impact on the greater TAB community.