

City of Asheville  
**BOARDS AND COMMISSIONS**  
Application Form

**APPLICANTS ARE STRONGLY URGED TO ATTEND SEVERAL MEETINGS OF A BOARD PRIOR TO APPLYING AND/OR APPOINTMENT TO A BOARD**

Name of board or commission(s): Asheville City Council  
Your name: JASON RECTOR Home Phone #: 828 768-3962  
Street address: 169 Laurel Loop City: Asheville Zip Code: 28806  
Mailing address (if different): \_\_\_\_\_  
Employer: Aqua Pro Solutions  
Your position: Director of Sales Office Phone #: 828 255-0772  
Resident of City Asheville County Buncombe Race White \* Sex M \* Age 32 \*  
Are you a United States Citizen (circle one)? Yes or No  
Residence location (check one): Central \_\_\_\_\_ North \_\_\_\_\_ South \_\_\_\_\_ East \_\_\_\_\_ West X  
How did you become aware of the opening? \_\_\_\_\_ Webpage \_\_\_\_\_ Current Volunteer \_\_\_\_\_ eNews \_\_\_\_\_  
\_\_\_\_\_ Government Channel \_\_\_\_\_ Newspaper \_\_\_\_\_ Radio \_\_\_\_\_ Organization \_\_\_\_\_ Agenda X Other \_\_\_\_\_

Please indicate the area(s) of expertise that you can bring to the above board(s), and then in detail list education, experience, reasons for your interest, and other factors that support your interest in serving (use additional sheets if necessary). Expertise: \_\_\_\_\_ Legal \_\_\_\_\_ Technical \_\_\_\_\_ Fundraising X Community Contacts \_\_\_\_\_  
\_\_\_\_\_ Business Management (Financial) X Business Management (Operational) X Public Speaking \_\_\_\_\_

see attached resume and submission of essay  
answers

**Return to:**  
Maggie Burleson, City Clerk  
Post Office Box 7148  
Asheville, N.C. 28802-7148  
E-Mail: mburleson@ashevillenc.gov  
Telephone: 259-5601  
Fax #: 259-5499

Signature: [Signature]  
Date: November 25, 2008  
E-Mail: jason@aquapro solutions.com  
Fax #: 828-255-0771

\* This information is requested for the sole purpose of assuring that a cross section of the community is appointed.

November 25, 2008

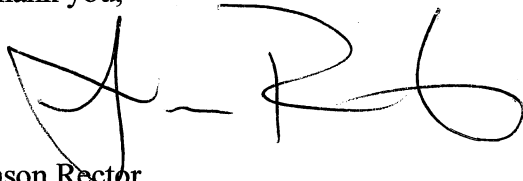
To City Council Members-

I want to thank each of you for the opportunity to submit this application and for the work you do. I have lived in Asheville for close to ten years and belonged the minute I arrived. I have been fortunate enough to become connected to the city and its people and believe I have the ability to give something in return. Please find attached my resume, application and responses to your questions.

I have met most of you at some point in our years here together and truly believe you are involved for all the right reasons. I would consider it a privilege, an honor and a responsibility to govern beside you. For the last few years I have followed closely what we are doing as a city and have considered how I can contribute. I believe I provide a strong sense of leadership and a truly balanced set of guiding principles.

I look forward to an opportunity to interview with all of you and wish you the best of luck in this difficult process.

Thank you,

A handwritten signature in black ink, appearing to read "J. Rector". The signature is stylized with a large, sweeping initial "J" and a long, horizontal flourish extending to the right.

Jason Rector

169 ½ Laurel Loop  
Asheville, NC 28806

**Jason P. Rector**

(828) 768-3962  
Jason@aquapro solutions.com

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## Current Work Experience

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*February 2008- Present*

**Director of Sales- Aqua Pro Solutions**

Sustainable products focused on water conservation, purification and management

- Market products for both wholesale and retail sales
- Develop new markets and potential customers for sales
- Work with clients from initial inquiry through design to final sales and service maintenance
- Direct leads and advise sales staff to recruit, market and secure sales

*2002-present*

**Owner/President Carolina Professional Builders**

General contracting services serving Western North Carolina

- Direct oversight of all day-to-day operations of construction business.
- Created and fostered dependable and qualified subcontractor relationships in all facets of the construction industry.
- Coordinated and supervised construction of multiple new homes as well as extensive remodels
- Worked directly with and managed construction teams.

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## Previous Work Experience

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*May 2004- January 2008*

**Regional Sales Director Carolina Tours Inc**

(Kentucky, Tennessee, Alabama)

Leading tour operator for group ski tours

- Directly marketed and sold packages and travel options to regional group market.
- Developed marketing strategies, goals, and programs within a sales team to recruit new business.
- Worked to increase annual sales and group retention.
- Participated and developed marketing strategies for national conventions.

*May 2000-2004*

**Project/ Construction Manager- ReCreation Experiences, Asheville, NC**

Growing non-profit assisting low-income residents in home renovations.

- Directly marketed program with annual growth to national youth leader market.
- Created staff development and training program.
- Worked to increase volunteer return rates from 60%-85% and giving grw 10-15% annually.
- Developed marketing strategies for national conventions and workshops on programming.
- Created and maintained community and national relationships benefiting organization financially.
- Developed and had direct oversight of all construction projects, including on sight problem solving and in project scope changes.

*1999-2000*

**Ninth Grade English Teacher- Burke County Public Schools, Freedom High School**

- Taught ninth grade curriculum and prepared students for state mandated end of class testing

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## Community Boards

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*2003-present*

### **Asheville Ultimate Club Board of Directors**

- Served as President of Board 2005-2007.
- Work with Board and Club to run four seasonal leagues, national tournaments, and establish civic connection to both adult and youth community of Asheville.
- Work closely with Asheville City and Buncombe County Parks and Recreation departments to plan weekly leagues and annual tournaments for both youth and adult participation.
- Working with other local boards to establish feasibility of combined 501C-3 to foster growth of non-mainstream sports within City of Asheville.
- Named Volunteer of the Year by Asheville Parks and Recreation- 2006

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## Education

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<i>2003</i>	Western Carolina University Master of Project Management	GPA 3.8
<i>1999</i>	Appalachian State University B.S. English Teaching Licensure Cum Laude	GPA 3.47

*References upon request*

1. There have been many contributing factors that have led me to submit this application for a seat on City Council. The recent surge in political awareness, the looming issues facing our city, the current credit and financial issues facing all of us as Americans, and the huge ability we have to control where we will go from here have all been motivating factors. More importantly, however, my motivation stems from a desire to help lead, to help guide, and to help influence the future of the city that I call home. We are seeing in history one of those pivotal times when decisions have sweeping impacts and we are positioned to write the story of continued progression or lapse into stagnation. I believe I can bring the necessary perspective to serve and lead this community forward.

The process in which this particular position was going to be filled also intrigued me. This is a chance to enter politics without having to be overtly political for the election process. This is a chance to serve and then be judged in a public forum by those who you serve. This is a pure opportunity to commit to the community well being without influence. I can no longer simply sit by and watch.

2. We are in a unique atmosphere for me to answer questions regarding financial philosophy or economic practice. I can say that now, right now, I believe a conservative fiscal approach is going to be critical to regain stability. I do not believe a conservative fiscal approach means mason jars and mattresses; I believe a conservative fiscal approach means balancing your budgets, evaluating your priorities, and committing to growth through strengthening the roots of the community. I believe that like in any business, expenses must be weighed against gains and many factors should be examined before making a decision.

My social policy core stems from a healthy combination of conservative and liberal. It is progressive and refuses to fit cleanly in to either category provided. I believe government should be careful in gaining size and power, but I believe government has an obligation to provide strength to its people. I believe government provides freedoms and enforces laws and I think these two things have to remain balanced. Growing governing bodies rarely contract in scope and influence, so I believe people in charge of these bodies must appreciate the gravity of large policy changes. They should come from a perspective of forward thinking and in accordance with the will of the community. I think social policy should protect people, protect the Earth and protect the founding principals that separate our democracy from others.

3. The first and foremost priority for City Council to be focused on in the upcoming year is to protect the economy of Asheville. We have been fortunate in the past to be sheltered from some of the economic downturns and

with some planning and vision, we can help protect our community from becoming a statistic. We must support organic and real growth to job markets and business opportunities that will flourish. We must stay focused on long-term objectives and be on the leading edge instead of lagging behind. Asheville must take advantage of the opportunities that will come with a new administration and the movement to sustainable living.

Next, I believe Asheville must continue to strengthen its infrastructure. From roads to bridges, from schools to police stations, from utilities to services, we should be progressing and improving our standards and accountability to our citizens. We should be a safe place for pedestrians, cyclist, and motorist from all over the world. If we want to continue to be sought after because of our beauty, we must continue to be beautiful. We can not forget what made us who and what we are. We should grow with an eye not only to ourselves but also to future generations. We should incorporate conscious practice and sustainable design with practical application.

Finally, I believe we have to establish an identity that clearly represents the community as a whole. We have to commit to developing the way that best serves Asheville. From zoning ordinances to UDO issues from variance to variance, it is unclear to us who we are. There is no single rule, but there is a clear majority opinion that we need to grow, but grow wisely. We have countless examples around the world to draw strength and education from but sometimes it feels as if we try to out think the room. I believe Asheville is at a critical link in the chain of its continued success and we must ensure the strength of that link.

4. I believe Asheville like many cities has a real need to reconnect its citizens and its government to each other. We must continue to connect to the everyman that makes up a majority of who we are, except here, everyman is different from every other man. We must recognize this and embrace who we are, not whom we think we should be. From there we can grow to be who we want to be easily and with cooperation and support from the citizens. We must present a united front and share a common goal. The goal must be forward thinking and expanded from who we are today. I believe I bring an ability to connect with people. I fit the everyman mold, yet I know how to lead and organize, encourage and foster, support and unite people to become a team or a community. We all know success comes not from hard work, not from luck or grace or anything other than the desire to be successful. Asheville wants to succeed; Asheville will succeed, and my commitment to City Council will be to make sure the desire is understood and the connection is made. To work to encourage more involvement and ride the wave of attentiveness to action.

5. I would like to review the budget in full detail and determine what decisions need to be made. I would look for places that spending is excessive, wasteful, or showing little return in either community equity or financial gain. In these areas I would find ways to reduce the waste and streamline the budget. I would look for areas that show growth and successes and I would continue to expand those areas for further gains. I would stick with my belief that infrastructure is crucial to growth. From early childhood we are given countless examples highlighting this fundamental truth. Without a solid core, you will not grow. I would not be afraid of opportunities, but I would approach the coming year with an extra sense of sensibility. I would place sustainable development, continued movement towards less wasteful living, and a commitment to economic growth high on my priority list. All of these can and should exist in one place; after all, it is a natural reflection of who we are as a community.