

Town of Fort Myers Beach  
Agenda Item Summary

Blue Sheet Number: 2010-032

**1. Requested Motion:**

**Meeting Date: March 15, 2010**

Make an appointment to the Anchorage Advisory Committee and/or the Local Planning Agency.

**Why the action is necessary:**

Council is the governing body that may consider candidates for and make appointments to Town advisory committees.

**What the action accomplishes:**

Fills one or more vacancies on Town advisory committees.

**2. Agenda:**

- Consent
- Administrative

**3. Requirement/Purpose:**

- Resolution
- Ordinance
- Other: Committee Membership

**4. Submitter of Information:**

- Council
- Town Staff
- Town Attorney

**5. Background:**

A vacancy currently exists on both the Anchorage Advisory Committee and the Local Planning Agency. Mr. John Kakatsch has requested to be considered as a candidate for both vacancies. Staff has verified Mr. Kakatsch meets the membership requirements stated in the ordinances that govern the committees. At the March 1, 2010 Town Council meeting, Council requested this item be placed on the March 15, 2010 agenda.

**6. Alternative Action:**

Disapprove one or both appointments, leaving vacancies on the committee(s).

**7. Management Recommendations:**

None

**8. Recommended Approval:**

Town Manager	Town Attorney	Finance Director	Public Works Director	Community Development Director	Cultural Resources Director	Town Clerk
						

**9. Council Action:**

- Approved
- Denied
- Deferred
- Other

TOWN OF  
FORT MYERS BEACH

February 23, 2010

FEB 25 2010

Dear Susan,

RECEIVED BY

Thanks for spending time with me today explaining the opportunities to be considered for a position for the advisory committees at Fort Myers Beach. Attached is a letter explaining my background.

While I live in the city of Fort Myers, I do own a substantial number of properties on Fort Myers Beach under the names John and Jean Kakatsch and the Kakatsch Family Limited Partnership. I work most mornings on the beach maintaining these properties. I take great pride in providing a quality place for people to live. I have had a lot of experience working with people during my years in the sales business (See attached resume).

I think I am well qualified to be on the anchorage advisory committee as I keep a boat at Salty Sam's and I know the waterways very well. I also would be interested in the planning agency as a real estate professional. I am interested in the historical preservation part of the long range planning agency; the Mound house, the Newton house, Times Square area, the beaches, the bike paths and the sidewalks. Also the condition of Estero Blvd, regarding beautification and drainage. I believe I could make a contribution to these committees.

Please pass this on to the clerk of Fort Myers Beach for her consideration.

Thank you.

John Kakatsch  
[jk@jksalesnetwork.com](mailto:jk@jksalesnetwork.com)  
609-636-3784



NETWORK

SALES CONSULTING

## John Kakatsch Houseware History

John Kakatsch is a merchandising innovator and respected leader in the housewares industry. For nearly 50 years, Kakatsch has helped companies bring their product lines to market with great success. His latest venture, JK Network, offers a new approach to consulting by connecting manufacturers with qualified retail sales representation and helping them meet retail needs and demands.

Kakatsch's vision for JK Network is to help manufacturers focus on their strengths and increase opportunities for retail sales success. His expansive network of retail focused sales representatives is available through an on-line screening process or through on-site consultations with Kakatsch and his team of retail specialists.

Kakatsch began his career in 1961 at Montgomery Ward where he served as a buyer for the bath, cleaning and laundry categories. Eight years later he joined Kimberly Clark as general manager of Marvelon, the shelf and drawer paper line. Here he created the first wire rack for merchandising shelf papers. He re-merchandised an entire line of shelf papers adding color and fashion to the design. In three years he doubled category sales.

In 1975, Kakatsch joined Magla Products as vice president of sales for gloves and ironing. Working with key accounts like Walmart, Target, K-mart, he helped grow the company from \$9 million to \$28 million in just eight years.

Kakatsch joined Quickie Manufacturing in 1984 as vice president of Cleaning Products. Quickie experienced unprecedented growth under Kakatsch's leadership. By quickly redirecting the marketing approach at Quickie from an item and stick good only line to a complete cleaning line that included a full array of small wares to compliment stick goods, he grew the company from \$19 million to \$91 million.

In 1999, Bajer Design & Marketing signed Kakatsch on a senior vice president of sales for laundry products. Under his direction the company developed over 40 new products, signed a licensing agreement with Sunbeam Products. He updated the company's packaging, promotions and sales organization to exploit its strengths in patented products. This successfully transitioned Bajer into a laundry and storage category leader and turned a \$2 million business into a \$23 million business.

Kakatsch is a 1960 graduate of Principia College. In 1962, he earned a masters degree in business administration with a focus on retailing from New York University. He is a member of the Core Board of the International Housewares Association and the Board of General Merchandise Distributors Council.