

County Council of Howard County, Maryland

2016 Legislative Session

Legislative day # 16

RESOLUTION NO. 152 - 2016

Introduced by: Chairperson at the request of the County Executive

A RESOLUTION confirming the reappointment of Michael Couch to the Board to Promote Self-Sufficiency.

Introduced and read first time on October 5, 2016.

By order Jessica Feldmark  
Jessica Feldmark, Administrator to the County Council

Read for a second time and a public hearing held on October 17, 2016.

By order Jessica Feldmark  
Jessica Feldmark, Administrator to the County Council

This Resolution was read the third time and was Adopted , Adopted with amendments \_\_, Failed \_\_, Withdrawn \_\_ by the County Council on November 9, 2016.

Certified by Jessica Feldmark  
Jessica Feldmark, Administrator to the County Council

NOTE: [[text in brackets]] indicates deletions from existing language; TEXT IN SMALL CAPITALS indicates additions to existing language. Strike-out indicates material deleted by amendment; Underlining indicates material added by amendment.



## Michael S. Couch

Relevant Experience:	<p><b><u>MakingChange</u></b> Columbia, MD  <b>Executive Director</b>, June 2012 – Present  Lead activities of non-profit organization to develop and deliver financial education programs that provide people with the financial skills they need to make better decisions in a way that encourages lasting behavioral change</p> <p><b><u>HOWARD COUNTY TENNIS PATRONS, INC.</u></b> Ellicott City, MD  <b>Volunteer</b>, June 2010 – May 2012</p> <p><b><u>BALTIMORE-WASHINGTON FINANCIAL ADVISORS</u></b> Columbia, MD  <b>Financial Planner</b>: September 2009 – May 2010  Completed pre-retirement, retirement and estate plans to address client financial goals and provide potential solutions</p> <p><b>Tax Advisor</b>: December 2008 – September 2009  Prepared individual client tax returns and performed ongoing tax planning analysis including tax projections and quarterly estimated tax payments</p> <p><b><u>GEIER ASSET MANAGEMENT</u></b> Marriottsville, MD  <b>Director, Financial Planning</b>: October 2001 – January 2008  Provided comprehensive financial services to meet client's financial planning, investment and family office needs</p> <p><b><u>Financial Planning</u></b></p> <ul style="list-style-type: none"> <li>• Prepared and presented client financial plans for high net worth clients</li> <li>• Determined life insurance needs and obtained appropriate life insurance coverage</li> <li>• Coordinated implementation of estate planning documents with attorneys</li> </ul> <p><b><u>Investments</u></b></p> <ul style="list-style-type: none"> <li>• Constructed client's investment portfolio based upon investment objectives and risk tolerance</li> </ul> <p><b><u>Family Office Services</u></b></p> <ul style="list-style-type: none"> <li>• Supervised family office staff including personal bill paying service</li> <li>• Developed and monitored budgets and cash flows for professional athletes</li> <li>• Assisted clients with purchase or sale of real estate and automobiles</li> </ul>															
Certifications / Licenses	<p>Certified Financial Planner™ (November 2004)  Series 7 (January 2002) &amp; Series 66 (December 2001) - Inactive</p>															
Education:	<p><b><u>LOYOLA COLLEGE</u></b> Baltimore, MD  July 1988 - May 1991  Masters of Business Administration</p> <p><b><u>UNIVERSITY OF MASSACHUSETTS</u></b> Amherst, MA  September 1978 - May 1982  Bachelors of Business Administration - Finance, Magna Cum Laude</p>															
Previous Work Experience Summary:	<p><b><u>AMERICA ONLINE</u></b> March 1996 – January 2001 Vienna, VA</p> <p><b><u>GENERAL ELECTRIC</u></b></p> <table border="0"> <tr> <td>GE Information Services</td> <td>May 1988 - March 1996</td> <td>Rockville, MD</td> </tr> <tr> <td>GE Industry Sales &amp; Services</td> <td>June 1986 - May 1988</td> <td>Schenectady, NY</td> </tr> <tr> <td>GE Computer Services</td> <td>January 1986 - June 1986</td> <td>Columbia, MD</td> </tr> <tr> <td>GE Computer Services</td> <td>August 1984 - January 1986</td> <td>Schenectady, NY</td> </tr> <tr> <td>GE Financial Management Program</td> <td>July 1982 - August 1984</td> <td>Schenectady, NY</td> </tr> </table>	GE Information Services	May 1988 - March 1996	Rockville, MD	GE Industry Sales & Services	June 1986 - May 1988	Schenectady, NY	GE Computer Services	January 1986 - June 1986	Columbia, MD	GE Computer Services	August 1984 - January 1986	Schenectady, NY	GE Financial Management Program	July 1982 - August 1984	Schenectady, NY
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**Michael S. Couch**

Previous Work Experience Details:	<p><b><u>AMERICA ONLINE</u></b> <span style="float: right;">Vienna, VA</span> <b><u>Director, Digital City Finance:</u></b> November 1996 – January 2001</p> <ul style="list-style-type: none"><li>• Directed preparation of annual budget and monthly financial forecasts</li><li>• Led team providing financial support to Sales and Programming organizations</li><li>• Developed 5 year P&amp;L forecast of 10 existing Digital Cities plus planned growth for private placement memorandum; received Digital City President’s award</li></ul> <p><b><u>Director, GNN Business Planning and Analysis:</u></b> March 1996 – November 1996</p> <ul style="list-style-type: none"><li>• Created new role including development of business plan, forecasting, variance analysis, and monthly report of key metrics for business leaders</li></ul> <p><b><u>GENERAL ELECTRIC INFORMATION SERVICES</u></b> <span style="float: right;">Rockville, MD</span> <b><u>Manager, Financial Analysis:</u></b> September 1994 - March 1996</p> <ul style="list-style-type: none"><li>• Provided financial support, including budgeting, forecasting, and monthly variance analysis, for four Area Sales Managers</li><li>• Implemented financial consolidations and reporting package for Area Sales Finance Managers</li></ul> <p><b><u>Leader, Profitability Analysis:</u></b> April 1993 - September 1994</p> <ul style="list-style-type: none"><li>• Led five employees in development of business-wide financial analysis process to analyze business segments, industries, products and client profitability</li><li>• Established product financial guidelines and integrated them into the global product development life-cycle</li></ul> <p><b><u>Manager, International Billing:</u></b> September 1990 - April 1993</p> <ul style="list-style-type: none"><li>• Led 5 employees in implementation of simplified global billing process to 36 worldwide Distributors. Reduced client sign-up time and eliminated 4 positions.</li></ul> <p><b><u>Manager, Client Billing Services:</u></b> January 1990 - September 1990</p> <ul style="list-style-type: none"><li>• Created new organization, including staffing and systems development, which responded to client invoice inquiries and identified root cause of billing issues</li></ul> <p><b><u>Senior Auditor:</u></b> May 1988 - December 1989</p> <ul style="list-style-type: none"><li>• Conducted financial and process audits to strengthen internal controls and procedures including audits of London and Milan affiliates</li></ul> <p><b><u>GENERAL ELECTRIC INDUSTRY SALES &amp; SERVICES</u></b> <span style="float: right;">Schenectady, NY</span> <b><u>Financial Auditor:</u></b> June 1986 - May 1988</p> <ul style="list-style-type: none"><li>• Performed Federal Government compliance reviews of 40 domestic locations and conducted financial audits of field locations</li></ul> <p><b><u>GENERAL ELECTRIC COMPUTER SERVICES</u></b> <span style="float: right;">Columbia, MD</span> <b><u>Manager, Region Finance:</u></b> January 1986 - June 1986</p> <ul style="list-style-type: none"><li>• Managed daily financial activities, performed monthly sales and income analysis for business with annual budgeted sales of \$6.9M and 3 person accounting staff</li></ul> <p><b><u>GENERAL ELECTRIC COMPUTER SERVICES</u></b> <span style="float: right;">Schenectady, NY</span> <b><u>Specialist, Region Accounting:</u></b> August 1984 - January 1986</p> <ul style="list-style-type: none"><li>• Provided financial support to Northeast region Sales organization including analysis of client opportunities and supervision of 6 person accounting staff</li></ul> <p><b><u>GENERAL ELECTRIC COMPANY</u></b> <span style="float: right;">Schenectady, NY</span> <b><u>Financial Management Program:</u></b> July 1982 - August 1984</p> <p>Developed financial leadership through series of four rotational assignments providing exposure to various finance and business functions and intensive classes in GE financial practices</p>
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