



Terry M. Hammes, MBA, MIT, MEd, Hammes Advertising Inc.

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Professional Expertise

Project Manager with extensive Business Development, Marketing, IT and Public Relations expertise. Skilled at handling multiple Advertising, Marketing and Public Relations projects/accounts through completion, excellent communications skills, creative art director, talented graphic designer, can direct coders, ability to deal with corporate executives at the highest levels, entrepreneurial with focus on corporate objectives and profit margins, ability to set and meet budgets and deadlines. Superior knowledge of banking, real estate, technology-based and education industries, 30 years experience in business development methodologies.

Experience

Hammes Advertising, Inc.

1978- Present

Founder and President

Boca Raton, FL

Web Development, Advertising, Marketing, Public Relations, Web Optimization.
Traditional and Internet based Business Development and E-Commerce Solutions

Hammes Advertising Inc. After a six year educational hiatus to develop IdeaNet at American InterContinental University and earning two master degrees in IT (Information Technology) and Education (Instructional Technologies for the Web). Hammes reestablished Hammes Advertising, with husband Blaine Findlay, originally founded in 1978 in Coral Gables, FL - See the corporate site at www.hammesadvertising.com

Consulting Services specializes on the use of internet technology as applied to e-commerce, instructional design, database and software development. The focus of the company is to provide strategic direction through the integration of internet technology with traditional advertising and marketing channels to leverage media outlets in new ways and to maximize CPR and ROI.

Clients from 2006-2009To-Date include: Website Development & Advertising

- www.UnitedStates.SchoolHeart.com, www.SouthFloridaBusiness.SchoolHeart.com, www.FloridaHouse.SchoolHeart.com, Advertising in and for www.ThehCard.com (under Hammes Advertising and zip code 33432).
- www.florida-house.org - Founder of the proposed 96th Council for International Visitor City in Boca Raton (see www.nciv.org), www.florida-house.org, 2008 Webby Award Winner Honoree, Associations Website Development
- www.brewermillestate.com
- www.ourmountaindream.com
- <http://www.hammesadvertising.com/nolterpharma/nolterpharmaindex.html> (three websites, Letter of Reference)
- www.international-electronics-superstore.com
- <http://www.hammesadvertising.com/cecisfacials/index.html>
- Mediterranean Preserve at <http://www.hammesadvertising.com/mediterraneanpreserve.htm>
- gables advertising specialties at <http://www.hammesadvertising.com/Postcard2006.html>
- iphone2.com www.myspace.com/canneslive
- wish-hints.com, proposed national broadcast television commercial at <http://www.hammesadvertising.com/iphone2intro.html>
- Advertising for www.SchoolHeart.com, www.unitedstates.schoolheart.com, www.floridahouse.schoolheart.com
- perfect1864vip.com Cannes Film Festival 2006 promotions for [iPhone2.com](http://iphone2.com) <http://www.hammesadvertising.com/perfect1864vip/index.html> and <http://www.hammesadvertising.com/iphone2intro.html>
- Poet and writer, Hub Pages, topics include freedom and family

IdeaNet Developer, AIU Graduate Student

IdeaNet Business Development Software Developer 1997-Present and AIU Graduate Student 2001-2005

Attended American InterContinental University Graduate School and earned two Master degrees to acquire the knowledge to design, develop the prototype and launch software product, with work beginning on IdeaNet in 1996. MIT Student (2001-2002); MEd Student (2004-2005). IdeaNet = International Data Exchange Access Network, and is Terry Hammes' proprietary software in development at the prototype demonstration stage as of 2006.

- IdeaNet Description: <http://www.hammesadvertising.com/ideanetpart1and2.pdf>
- IdeaNet Standards: <http://www.hammesadvertising.com/Design.html>
- IdeaNet Manual: <http://www.hammesadvertising.com/03IdeaNetManual2006.pdf>
- IdeaNet Patent Literature Research: <http://www.hammesadvertising.com/04SectionC-LITERATURERESEARCH-IdeaNet.pdf>

Florida House is the local programming agency to bring International Visitors to South Florida.

- Florida House Business Plan at <http://www.florida-house.org/businessplanfortheorganizationoffloridahousefinal.pdf>
- Florida House Organizational Matrix at <http://www.florida-house.org/floridahouseorgmatrixfinal.pdf>
- Board Development and References Presentation at <http://www.florida-house.org/floridahousepresentationapril2007.pdf>
- Historic Property Acquisition at <http://www.florida-house.org/login.html>
User ID= member; Password = password1
- Programming Expertise and Sign-up for <http://www.florida-house.org/membership.html>
- Florida House Press Release #1 <http://www.florida-house.org/floridahousepressreleasefinal.pdf>
- Florida House Online Resource Directory under construction
- U.S. National Patent Pending as Inventor and Developer of a proprietary software design linking US embassies, USIA, NCIV, businesses, countries and individuals; and B-2-B worldwide (1996-Present); Featuring Hammes developed SIC standardized bid procurement, accounting, profile building and business development software with USPTO and Defense Department Foreign Filing License granted in 1990, request for extension filed due to extreme violations of Applicant's Constitutional Rights (per the modified patent application returned to Hammes granting and Extension.). The proprietary software is a key component of booking business introductions for Florida House.

Hammes Advertising, Inc.

August 1978 - January 2000

P/S/T, Founder

Coral Gables, FL

- Accredited Advertising Agency / Marketing / Public Relations firm.
- All client services involved the creation and evaluation of strategic development plans of clients, analysis of business structures, and business plans, annual reports in the areas of advertising, marketing and public relations, for small business, Sub-S, multinational C-Corps, with extensive Not-for-Profit experience.
- Founded three companies from the ground up with no or little outside capitalization showing substantial R.O.I.
- Won multiple awards for business as a business owner, advertising and MBA country analysis for international business specialization.

First Florida FSB

- Bank Board of Directorship: Successful turnaround from over \$2 million annual losses and a Macro 4 rating to Macro 3 and a \$300,000+ profit in approximately 2 1/2 years, 1990-1993.
- Hands on Board of Directors oversaw asset growth from approximately \$86 million to \$93 million during term while substantially reducing losses and requirements.
- Board of Directors determined approvals all mortgage loans submitted by Credit Committee to full board, a majority of all loans issued under stringent guidelines;
- Compliance Committee and Audit Committees:
- Compliance: Wrote Policy and Procedure Manual to ensure Bank's compliance with O.T.S. regulations, generated inventory of banks fixed assets, met with Sheshunoff, Price Waterhouse, determined strategic direction, participated in all capital decisions;
- Audit Committee: Balance sheet, P&L, audit of mortgage loans approved, oversaw write down of assets and REO to book valuations; Reduced REO's, closed Orlando and Hialeah offices, instituted ATM's.
- As Ad Agency of Record, was personally responsible for all bank marketing in English and Spanish including advertising in newspapers and targeted niche markets (Cuban and Puerto Rican demographics), point of sale including in bank banners, displays, statement stuffers and handouts all of which received the only 100% perfect scores for all locations by all bank Shoppers.
- CRA (Community Reinvestment Area) guided bank policy to develop community based banking in underprivileged Puerto Rican area of Miami.; Bank was merged into the parent, First Federal FSB, a \$2.1 billion thrift at the direction of OTS once it became profitable in Mid-1993.
- Was the only woman and only non-Hispanic selected for both Boards.

Eastern Airlines Federal Credit Union

- Created 100% of advertising for 4th largest credit union in United States at the time of work. Marketing material as in house ad agency. Directly responsible for direct mail brochure mailer targeted to specific branch locations, and statement stuffers.
- As graphic designer prepared illustrations, photography, mechanical art, trade show content in coordination with Marketing Director, Vince Avello and CEO.
- Client grew from 8 branch cities to 23 in 4 years, 1978-1982; Eastern Financial Federal Credit Union (following name change) established Hammes Advertising in 1978, when Terry Hammes was 23 years old.
- Eastern won the top award in the US in 1979 for federal credit union marketing based on 100% Hammes Advertising (then Hammes Advertising Studio's) work.

Pro-Motion Media Corp.

January 1990 - August 1992

President, Founder

Coral Gables, FL

- President, Founder, Coral Gables, FL January 1990 - August 1992
- TV commercial media placement company.
- Producer of TV and radio commercials.
- So. Florida ADI franchisee and national program developer for Professional Television Productions, Dallas, TX.
- Designed national marketing campaign prototype.
- Developed standardized matrix of Cable TV ad placement prices across multiple outlets resulting in a 50% profit margin at lower than rate card pricing.

T. Hammes and Hammes Realty Management Corp.

August 1985 - Present *P/S/T, Founder, FL Lic. Real Estate Broker* Coral Gables, FL

P/S/T, Founder, Lic. Real Estate Broker, Coral Gables, FL

- Real Estate brokerage and property management company.
- Owner, Designer-Developer and General Contractor of a \$425,000 (1986 purchase price, now worth over \$1 million), 3300 sq. ft., Class A Coral Gables commercial income property and corporate home, located across the street from the University of Miami for 14 years.
- A 1986 Florida A.I.A. award-winning property featuring signature triangular glass conference room, marble, glass block, mahogany French doors, executive kitchens.
- Tenants included Sandvik Latin America in a pre-purchase design/build-to-suit contract that enabled bank financing, University Travel, University of Miami's travel agency for football team; The Princeton Review; Dade County Democratic Party and others.
- Leasing, property management
- Licensed Florida Sales-Associate 1983-1985, Broker 1985-Present.

Florida-House.org, Inc.

February 2007 - Present *Founder* Boca Raton, FL

Feb- 2007 to Present Florida-House.org

Council for International Visitors city to bring State Department selected leaders and mid career professionals to the region for business and social meetings and to promote the region for economic development.

Education

American InterContinental University

June 2005 *Master of Education Instructional Design* Weston, FL

3.60/4.0 Master of Education, in Instructional Design for Web Technologies (MED)

- 2006 Invent.org applicant for the International Collegiate Inventors Competition for IdeaNet: International Data Exchange Access Network

American InterContinental University

October 2003 *Master of Information Technology* Plantation, FL

Master of Information Technology (MIT)

- 3.03/4.0
- Computer Programming and eCommerce
- Software Patent Pending linking the Internet, eCommerce, database, accounting and Hammes developed SIC (Standard Industry Code) bid procurement software in support of international trade, USIA, US embassies, businesses and individuals, for public policy and Business-2-Business worldwide.

St. Thomas University

December 1992 *Master of Business International Business Specialization* Miami, FL

- Master of Business (MBA), International Business specialization
- Won the Up & Comer Award for advertising while running three businesses full time, the highest recognition in South Florida for professional achievement for those under 40 years old.
- 3.41/4.0
- Award-winning MBA thesis, "In Anticipation of a Free Cuba," under auspices of Students in Free Enterprise and Miami-Dade Community College in a Chicago competition against 50 universities.

University of Miami

May 1976

Bachelor of Fine Arts (BFA)
Graphic Design, Photography

Coral Gables, FL

- Cum Laude, 3.56 / 4.0 GPA; Recipient of Multiple Academic and Art Scholarships for 4 years
- Member: Alpha Lambda Delta and Orange Key Academic Honor Societies; 4 years
- Advanced placement, Spanish; 100% Self-supporting while attending school full-time.

Account Highlights

Multinationals:

- Mobil Oil Corp. 1995 and 1997 Convention Catalog: "tripled net profits" and "was widely regarded by Mobil management as the best ever produced." [personal correspondence from Mike Clifford, Marketing Manager, Mobil Oil, dated Jan. 2, 1996, no longer with the company].
- London & Leeds Corp., swept the Florida Awards for Marketing Excellence in all categories: Best Ad Campaign, Best Print Ad, Best Special Event, Best Collateral, Best Corporate Campaign, Best Ad Campaign
- Sandvik Latin America: Pre-construction tenant on build-to-suit enabled bank financing of \$425,000 commercial building in 1986.
- First Florida Savings: As Bilingual Ad Agency of Record work received only 100% perfect 10 of 10 scores by independent bank shoppers, retained by bank to gauge all facets of bank and employee performance.

Federal:

- Eastern Airlines Federal Credit Union, 1978-1982 Responsible for 100% of Bank marketing material created for 4 years resulting EAL Credit Union (now Eastern Financial) winning the top award for federal credit union marketing in the country. Responsible for direct mail, advertising for 8 city locations resulting in credit union growth to 23 city locations in 4 years. This client founded Hammes Advertising in 1978.
- Initiated and organized Tri-County Federal Procurement Fair, 1987 with SBA, State, County, National Association of Women Business Owners as co-sponsorships.
- Held high security position in communications area for the White House sponsored Summit of the Americas Hemispheric Conference, Miami, 1994. Credentials and liaison for Diplomatic and International Press Corps. under direction of White House Communications Director and Senior Staff.

Technology & Security:

- Guard Technologies for 20 years direction of east coast expansion via national public relations campaign, advertising, corporate identity program and collateral; also Journey & Associates; -Security One; -Crime Stoppers of Miami-Dade: Producer: bilingual PSA TV commercials, Board of Directors; Civilian Police Directorship position required FBI clearances; membership comprised of corporate and bank security executives, retired FBI Agents and sitting judges.

Banking:

- Eastern Financial Federal Credit Union; -Bank of Florida;
- I.R.E. Financial;
- First Florida FSB;
- Coral Gables Federal FSB;
- Home Federal FSB (CGF and HF for Colle & McVoy Advertising).

Municipal:

- Ponce de Leon Development Association: Produced and determined strategy for brochure which secured \$80,000 City Commission funding to complete Coral Gables, FL central business district park within two weeks of completion.

Civic:

- Leadership Miami/Greater Miami Chamber of Commerce as PR Director and Executive Committee, created membership development collateral used for years.
- Miami Children's Museum: Annual Reports, marketing and fundraising collateral for \$25 million new museum building for 8 years.

Real Estate:

- Commercial, Residential, Mixed Use, PUD's, Historic District Restoration, Shopping Centers, South Florida Builder's Association, HUD housing, Contractors to the Trade. Print, special events, public relations nationally, websites;

- Clients comprised the "Who's Who" of South Florida Real Estate;
- Werner Capital/KB Development 300,000 R&D Facility Royal Palm; National Advertising trades/commercial pubs, print
- 8700 Doral and ABC Enterprises 150,000 Class B office, 14 Acres, 200,000 Manufacturing Plant
- London & Leeds/901 Ponce, 300,000 Class A Office Building Won five FAME Awards
- IRE Financial/Alan Levan, CEO Bank Atlantic REIT
- Walter Sweeting/Nadia Homes and Rosebay Homes Low Income Bond offering for residential acreage acquisition
- DB Sumner & Co. multiyear PR campaign for School board Headquarters (existing commercial buildings) property
- Thunderbird Realty/Charlie Cheezem, Residential
- The Kaplow Organization/Calusa Farms Residential
- Worsham & Company/The Hyatt Riverwalk Shoppes Hotel, Conference Center, Stores in Miami River mixed use complex
- Excel Realty/Coral Springs Mall large shopping center, retail, Tenant acquisition
- Miami-Inter-Design Associates/MID2 New Designer Showroom complex, 300,000+ collateral, special events
- Venetian Manors Historic Condo Conversion Advertising and permitting with Planning Dept on Miami Beach
- Nirit Realty Aventura Luxe Condominiums, Realtor, resales
- BE Designs, large commercial lighting contractor (Malls, Showrooms, Cruise lines)
- GTI/Guard Technologies, multi-state, multi-decade expansion for commercial building security company
- Mayfair Realty/Semoran Commerce Center Prospectus for huge PUD in Orlando area
- Builders Association of South Florida Editor/Publisher/Photographer for monthly newsletter
- Realtor Association of South Florida multiyear Anti Graffiti Campaign targeting 5th graders in Miami-Dade County Public School system-
- Florida International University & The Jerome Baines Graduate School of Real Estate Prime author of plan and funding sources that established program
- Miami Children's Museum/Miami Children's Hospital/ Arquitectonica - Produced pre-construction collateral for \$25 million facility
- InterCap Investments/GCA - General Contractors of America Triple A commercial contractors for Brickell Avenue high rise space for developers

Academic Institutions:

- The Graduate School of Real Estate at Florida International University: Created the business plan that funded and founded the Jerome Baines Graduate School of Real Estate at FIU; Business plan enabled two matching grants totaling \$1.2 million from State of Florida and Bequest from Miami Realtor Association for the furtherance of education in real estate
- World Affairs Council at Miami-Dade Community College: Intellectual author contributing to the business plan that funded establishment of program for USIA.

Travel & Tourism:

- Worked on numerous destination, resort and airline accounts; Marriott Key Largo, KLM, Eastern, Delta, Continental, Bahamas, Keys Air, Devoe Airlines Charter and Air Ambulance Services.
- People, Places & Things, Television / Film Industry heavy equipment and talent provider owned by Guy Manos, Writer-Producer, Drop Zone for Miami Vice.

Medical:

- Miami Children's Hospital project client for 20 years. Responsible for alliance between Miami Children's Museum and Hospital resulting in \$175,000 Parent Resource Center donation, and an alliance for Hammes produced MCH/MCM collateral distribution with the Miami-Dade County School Board.
- Also pediatrics, ophthalmologists, podiatrists, general practitioners, geriatric, cardiologists, chiropractic medical practices, Miami-Dade County Public Schools, MD News Magazine as feature writer.

Patents

Software patent pending for 7 years for IdeaNet – International Data Exchange Access Network

Computer Proficiencies

- 1986-2004; Superior to Exceptional: MS Word, Excel, PowerPoint, Quick Books Pro, Access, Quicken, Front Page, Project Management, Photoshop; Functional literacy: Can direct those fluent and learn quickly when working with team: Illustrator, Quark. Can direct coders, not personally hard code: HTML, Visual Basic, .NET, Oracle. Fluent on Windows and Apple Platforms. National Hurricane Computer Center as University of Miami student, 1972-1973.

Languages

Spanish

Awards and Citations

- 2007 Honorary Chairman, House Republican Trust, selected by the Republican National congressional Committee, 2008 RNCC Presidential Commission
- 2007 Florida Businesswoman of the Year Republican National Congressional Committee
- 2006 NRCC Honorary Chairman Business Advisory Council, Republican National Congressional Committee, Washington, DC
- 2006 Leadership Award and named Honorary Chairman, Business Advisory Council, by the Republican National Committee, Washington, DC.
- 1992; Students in Free Enterprise, Rookie of the Year: for MBA thesis and new business development plan, Chicago competition amongst 50 competing universities. Published under the sponsorship of Miami-Dade Community College and students in Free Enterprise, "In Anticipation of a Free Cuba," analyzed the repatriation of assets, infrastructure, international finance, IMF, reconstruction, immigration, economic, risk analysis, cultural and political implications of a post-Castro Cuba to both the island nation and South Florida.
- 1991 UP & Comer Award: Price Waterhouse / South Florida Magazine: Advertising
- 1987 FAME Awards, Florida Awards for Marketing Excellence for Best Ad, Best Ad Campaign, Best Collateral, Best Corporate Campaign, and Best Special Event: for London & Leeds, 901 Ponce property. L&L owns Hilton International, the Flatiron Building and Manhattan Tower in NYC, NATO Headquarters in Belgium -- among a large global portfolio: 1987-1989; 1993-1994. Sponsored by The Miami Herald and Builders Association of South Florida.
- 1979 Eastern Airlines Federal Credit Union: 1978-1982, now called Eastern Financial, as in house Ad Agency, Eastern won the top award in the US for federal credit union marketing based on 100% my work. This client established Hammes Advertising, 1978. All 100% of client direct mail resulting in client growth from 8 city locations to 23 cities in 4 years.
- Who's Who in America, also citations in Who's Who titles... Advertising, Finance & Industry, Women, Emerging Leaders, beginning 1987.

Volunteer Experience

- Co-Secretary, American InterContinental University Alumni Association, 2007
- Miami Youth Museum, 1990-2000, Board of Directors, Trustee
- Crime Stoppers of Miami-Dade County, 1991-1998, Board of Directors
- Miami Council of International Visitors, 1992-1998, PR Director, Hosting for USIA, Eisenhower Fellowship Program, National Council for International Visitors.
- United States Information Agency (USIA): Programmed to meet with the IT Directors of 16 developing nations in Silicon Valley, San Jose CA. Purpose: to meet and present my Patent program and development concepts for IdeaNet, 1998.
- Leadership Miami/Greater Miami Chamber of Commerce, Executive Committee, PR Director
- Ponce de Leon Development Association, 1986-1998, Officer
- National Association of Women Business Owners, 1986-1992, PR Director
- Builders Association of South Florida, Editor-Publisher, 1986-1988
- Coral Gables Chamber of Commerce, 1979-1992, Cultural Affairs Committee
- Delegate, Florida Democratic Convention, 1995, Young Democrat National Convention, Miami, FL, 1985, Director of Marketing: Created convention collateral and delegate packages; Young Democrats, Director, 1978-1982; Landlord, Dade County Democratic Party, 1994-1998.
- National Council of State Societies, Minnesota State Society Cherry Blossom Princess, 1975; Official Photographer for Vice Presidential Inaugural Ball, 1976.

References

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[Letter of Reference](#)

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