

# Application Form

## Profile

Robert \_\_\_\_\_ B \_\_\_\_\_ Long \_\_\_\_\_  
 First Name Middle Initial Last Name

\_\_\_\_\_ Suite or Apt \_\_\_\_\_  
 Home Address

\_\_\_\_\_ State \_\_\_\_\_ Postal Code \_\_\_\_\_  
 City

\_\_\_\_\_ Email Address

Retired \_\_\_\_\_  
 Employer Job Title

\_\_\_\_\_ Alternate Phone \_\_\_\_\_  
 Primary Phone

Question applies to Washoe County Planning Commission, Washoe County Board of Adjustment

### Do you live in unincorporated Washoe County?

Yes  No

### How long have you lived in Washoe County?

2 years

### What district do you live in? \*

District 4

Question applies to multiple boards

### Are you registered to vote in Washoe County?

Yes  No

## Interests & Experiences

### Which Boards would you like to apply for?

Washoe County Planning Commission: Submitted

Please tell us about yourself and why you want to serve.

### Why are you interested in serving on this board/commission?

I am very interested in the long term development of our county and realize it takes a perspective which balances economic development with preservation efforts.

Robert B Long

**How do you feel you are qualified to serve on this board? Please include any past board/commission experience.**

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I was a member of the Queen Village zoning committee in Philadelphia, PA, a member of the Ewing Township Historic Society in NJ. Finally, being a bit older and having lived in a number of urban and suburban environments over the years (from NYC to rural SC), I feel I have a unique perspective of balancing growth with constraint.

[Robert.Long.Resume.doc](#)

Upload a Resume

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Please attach a letter of recommendation.

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## **Nepotism**

**Do you currently serve on any boards/committees?**

Yes  No

**If yes, please list the boards/committees**

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**Are you related to anyone employed by Washoe County by blood or marriage?**

Yes  No

**If yes, please list the names and relationship of all persons you are related to.**

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## ROBERT B. LONG

### QUALIFICATIONS

- Thirty-eight years of managerial and technical experience in marketing, managing, and developing domestic and international trade/cash management client relationships. Strong contacts within the domestic and international credit and cash management communities with broad, substantial experience in international trade development.
- Key strengths include ability to work under pressure and an innovative and proactive management style with strong team building skills. Able to support relationship managers in developing and executing trade revenue objectives.
- Frequent speaker at cash management and credit management conferences on effective receivables/cash management practices with emphasis on expediting payment and information flows.
- Author of numerous articles concerning international trade for a number of publications including The Exporter, NACM Magazine, and FCIB and ICTF trade magazines.

### PROFESSIONAL EXPERIENCE AND SELECTED ACCOMPLISHMENT

**ABN AMRO BANK, NV, Royal Bank of Scotland** 1998 – 2011  
**Director, Global Trade Advisor**  
*New York, NY*

- Developed bank's reputation as premier processor of trade transactions by bringing a number of high-profile clients into the bank with a strong concentration in the high volume chemical industry. Five largest clients accounted for over 80% of total export volumes processed.
- Revenues increased from 0 in 1998 to over \$6 million at retirement.
- Specialization in export processing and trade finance; broadened trade product offering included a number of supply chain financing programs.
- Managed global trade relationships for several bank clients including coordinated marketing effort and processing and customer service delivery.

**FIRST UNION, CORESTATES, PHILADELPHIA NATIONAL BANK** 1981 – 1998  
**Vice President, Cash Management Division, Global Trade**  
*Philadelphia, PA*

- Successfully developed and managed international trade relationships for the bank on the West Coast, resulting in the Bank's decision to maintain and expand its Los Angeles processing center.
- Developed and managed international cash management analysis study capability and program; recognized as a leader in Export Cash Management Analysis.
- Wrote, refined, and maintained substantially all marketing proposals and product descriptions for the Bank's international services.
- Conceptualized, recommended, and helped implement new product enhancements, including EDI applications for international trade.
- Applied strong sales and relationship management skills to significantly increase bank revenues from international trade services.
- Through writing for trade publications, frequent speaking engagements, and active involvement in national and international credit groups, enhanced bank's visibility in trade processing nationally.
- Participated in the development of quality initiatives to improve delivery and market perception of the bank's transaction processing products.

**MANUFACTURERS HANOVER TRUST COMPANY** 1977 – 1981  
**Assistant Vice President, International Division**  
*New York, NY*

- Marketed international trade services to U.S. multinational firms; strong emphasis in export finance transactions, both bank to bank and EXIM supported.
- Provided proactive support to relationship managers in the identification, development, and management of international trade relationships.

**FIRST PENNSYLVANIA BANK** 1974 – 1976  
**Commercial Officer, Commercial Credit Department**  
*Philadelphia, PA*

- Successfully completed one-year training program
- Worked as credit analyst, excelled in REIT analyses.

**PROFESSIONAL  
AFFILIATIONS**

Following retirement, joined the ICTF (International Credit & Trade Finance Association) as Director of Membership Development  
Past Chairman of the Board, FCIB-NACM Corporation, a non-profit company comprised of more than 800 companies worldwide, dedicated to promoting international trade.

- Substantial budget and strategic planning responsibilities.
- Only the second banker in 74 year history of the organization to be elected its chairman.

Past Director, National Association of Credit Managers (NACM) and the parent corporation of FCIB-NACM Corporation.

Past Member, Board of Directors, FCIB (2 terms), ending 1992 and 2004.

Member 12:45 Credit Group, a group of credit professionals who meet regularly to discuss international credit, trade and other financial issues.

**EDUCATION**

Treasury Management Association (AFP), Permanent Certified Cash Manager (CCM) designation, (required 72 hours of courses and examination).

Drexel University, Philadelphia, PA, MBA, 1977

University of Pennsylvania, Wharton School of Business and Finance, Philadelphia, PA, 1972.

**PERSONAL**

Married, 2 children

Youth soccer coach

Queen Village (Philadelphia) Zoning Committee