

# Resume for Roger Baugh

## Employment History

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- 1996 to Present • **Baugh Graphic Design**, Wichita, KS. Sole proprietor of print/web design and production company. Provides design and consulting services to small businesses in the areas of: corporate identity, advertising, public relations, web site development, and market development. Client base includes manufacturing, distribution, and service companies.
- 1992 to 1996 • **StraightLine Manufacturing Inc.**, Newton, KS. Director of Marketing / Tooling Sales Manager / Information Services Manager for utility construction equipment manufacturer. Responsible for: public relations, information sharing network, ad design and placement, trade shows, editorials and releases, outbound telemarketing, and dealer support programs. Technical knowledge utilized for publications and brochure design, photography, and pre-press production. Accounting, database, and desktop publishing on Mac and Windows platforms.
- 1991 to 1992 • **DeVore Enterprises, Inc.**, Wichita, KS. Development Manager for publishing company. Sales responsibility for established markets, and research and development of new markets. Initiated company's first computerized direct mail and telemarketing system in addition to training support staff in use of word processing, spreadsheet, and database software.
- 1983 to 1991 • **Baugh Design, Inc.**, Wichita, KS. Joined industrial design company as Director of Marketing. Primary role included the development of new business, requiring research of and contact with prospective manufacturing clients. Resourced for clients in the areas of services, components, and product branding. Initiated the transition into PC based word processing, database development, and desktop publishing. Established in-house CAD services for client engineering support.
- 1982 to 1983 • **National Supply Company**, Nashville, TN. Salesperson for office copier dealer. Established new territory in northern middle Tennessee and south central Kentucky. Typical clients were county governments, school systems, and small businesses.
- 1981 to 1982 • **Boot-Ster Manufacturing Company**, Clarksville, TN. Worked as Accounts Receivables Manager and National Sales Manager. Responsibilities included credit research, qualification and term negotiations with commercial accounts, and collection of past due accounts.
- 1975 to 1981 • **Jostens**, Topeka, KS. and Clarksville, TN., as a Publications Consultant. Involved as liaison between publishing production, sales force, and customers. Duties included production problem solving, customer relations and seminars, competitive bid preparation, and photographer and co-editor of in-house organs.
- 1968 to 1974 • **Wichita, Kansas City, and Topeka YMCA's**. Employed by these organizations while a high school and college student. Responsibilities included: swimming instructor and head swim team coach, camp counselor and program leader, Gra-Y Leader, and disadvantaged youth counselor.

## Educational Background

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- 1982 - **Austin Peay State University**, Clarksville, TN. Computer Science course work.
- 1970 - 1975 - **Washburn University**, Topeka, KS. BA degree in Sociology, minor in Business Administration
- 1967 - 1970 - **Wichita High School West**, Wichita, KS. Honors Graduate

## Personal Background

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- Marital Status: Single
- Interests include : organic gardening, fishing, photography, and motorcycle adventure touring.
- Former board of directors member for the Flint Hills YMCA.

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