

**Application for Service**

---

**Profile**

Erick

First Name

A

Middle Initial

Reickert

Last Name

3100 S. Ocean Blvd

Home Address

PH601S

Suite or Apt

Palm Beach

City

FL

State

33480

Postal Code

ericka5@aol.com

Email Address

Home: (561) 547-1448

Primary Phone

Mobile: (248) 310-7922

Alternate Phone

Question applies to multiple boards

**I am a resident of the Town of Palm Beach (Initial below)**

EAR

Question applies to multiple boards

**Please attach proof of Town of Palm Beach residency. Failure to attach proof of residency shall be grounds to reject your application. Proof of residency shall be either a copy of your Florida's Driver's License matching the address of your residence as shown on this application, a copy of a utility bill in your name at the residence address shown on this application, or by providing an original, fully executed and notarized Declaration of Domicile with this application.**

Question applies to multiple boards

**VERIFIED - KMC**

Please upload proof of residency

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

Shore Protection Board: Appointed

**In what area of town do you live?**☒ South

---

**Interests/Experience**

Question applies to Shore Protection Board

**Why are you interested in serving on the Shore Protection Board?**

---

I m currently on the Shore Protection Board and I want to continue to contribute to this important Board.

Question applies to Shore Protection Board

**How many meetings of the Shore Protection Board have you attended in the last year?**

---

All of them

**Please indicate if there are any periods of time for which you will be unavailable for meetings.**

---

Question applies to multiple boards

**If you have served on any boards/commissions/committees in the Town of Palm Beach or elsewhere, please list them and include details such as length of service, attendance record, etc.**

---

None

Question applies to Shore Protection Board

**Please list your qualifications specifically relevant to shore protection, including any degrees or certifications you possess.**

---

I have circumnavigated the world in my sailboat and am familiar with coastal conditions worldwide along with an understanding of the ocean's currents.

Question applies to Shore Protection Board

**Please describe your experience with the design and/or construction of coastal protection projects.**

---

I have followed closely the specifications and requirements for the Town's coastal construction projects.

Question applies to Shore Protection Board

**Please describe any particular knowledge or experience you may have regarding alternative or emerging shore protection technology or coastal management processes.**

---

I have read all proposed coastal management proposals in the past three years.

**Are you a member of any of the following organizations? (Check all that apply)**

☒ Citizens' Association of Palm Beach

**Present Occupation**

Retired

**No. of years**

25

**Past occupation(s)**

Vice President at Chrysler and Ford Motor as General Manager and CEO of various organizations including Powertain Operation, New Venture Gear, Chrysler Mexico, Product Planning, etc.

**No. of years**

30

**Please provide details regarding your educational background:**

BS in Electrical Engineering at Northwestern University and MBA at Harvard Business School.

[Upload a Resume](#)

**Have you ever been convicted or pled guilty or nolo contendere to a crime other than minor traffic violations?**

☐ Yes ☒ No

**If you are currently serving on a Town board, commission, or committee, please identify in the space below and check the "I Agree" box indicating that you will resign from that position if you are appointed to the position you are seeking in this application.**

**I agree that I will resign from the board, commission, or committee if I am appointed to the position I am seeking in this application.**

☒ I Agree

**To enable Town Council to consider potential conflicts of interest, please list the family members who live and/or work in the Town of Palm Beach, including your spouse, parents, siblings or children.**

None

---

## Demographics

Question applies to Shore Protection Board

**The following information is needed to facilitate Town reporting requirements in Florida Statute 760.80. Please check one in each category.**

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts.

### Ethnicity

---

☒ Caucasian/Non-Hispanic

### Gender

---

☒ Male

### Physically Disabled

---

☐ Yes ☒ No

---

**I hereby certify that I have read the sections of the Town Code of Ordinances for the particular board/commission/committee that I have selected above and have noted the description of the board/commission/committee and its members' duties, and further I have read the regulations concerning absences and conflicts of interests. I certify the information given by me is true and complete to the best of my knowledge and belief. I understand that any falsification of material facts will be grounds for rejection of this application of dismissal after appointment.**

---

☒ I Agree

Question applies to Shore Protection Board

***Please attach proof of Town of Palm Beach residency (as listed above) with this application.***

**Please note that Board/Commission applications will expire on December 15 each year.**

### **SHORE PROTECTION BOARD**

The Shore Protection Board acts in an advisory capacity and makes recommendations to the Town Council in matters relating to shore protection, coastal management, beach nourishment, coastal armoring, the sand transfer plant, and matters relating to the Town's Lake Worth lagoon shoreline. The scope of the Board shall include long term planning, budgeting, lobbying, public education, and intergovernmental coordination. Members of the Board shall possess knowledge of or interest in shore protection, coastal management, and/or beach nourishment. The Board shall be composed of seven members to be appointed by the Town Council. Members of the Board shall serve for terms of three years. Each member of the Board is required to be a resident of the Town of Palm Beach, except that one member of the Board may be a non-Town resident who possesses specific knowledge or skills directly related to shore protection, coastal management, and beach nourishment. The Board shall hold at least four meetings per year and more if deemed necessary.

## **ERICK A. REICKERT**

---

3100 S Ocean Blvd, PH 601S  
Palm Beach, Florida, 33480  
Cell- 248-310-7922

## **Résumé**

### **BACKGROUND SUMMARY:**

Extensive experience in the automotive industry, including nine years in international assignments. CEO and President of New Venture Gear, Inc., CEO and Chairman of Acustar, Inc., and CEO and Chairman of Chrysler de Mexico. Improved the financial condition of each of these companies. Corporate officer of Chrysler Corporation for eight years with positions in manufacturing, program management and product strategy. Planned products including Fiesta, Escort, Tempo, Mustang, Probe at Ford Motor Company. Primary skills in general management, planning/strategy, manufacturing, marketing, engineering management and in international. Highly self-motivated and analytical, and applies innovative approaches to achieving goals. Utilizes interpersonal and communication skills to build effective teams and to increase employee performance. Successfully served on several Boards of Directors.

### **GENERAL MANAGEMENT:**

- Led Chrysler Mexico, a company with \$2 billion in sales and 11,000 employees. from last place in the industry to first place in nine months with a carry-over product line. This was accomplished by turning around the attitude of the dealers, a new advertising campaign, and an innovative retail credit arrangement unmatched in the industry.
- At New Venture Gear, achieved profitability the first year as CEO, after three years of losses. This was accomplished by cost cutting measures, redesigning the products, a revised purchasing strategy, and employee participation at all levels.
- Turned profits around from a loss to a profit at Chrysler Mexico. This was achieved during 150% inflation, price controls (but not cost controls), and heavy government intervention. Became the leading private exporter in the country of Mexico.
- At Acustar, a component parts manufacturing company with sales of \$3 billion, 25,000 employees in three countries and 25 plants, achieved profitability in an industry down year, improved manufacturing performance, improved quality 42% over the prior year, and laid the groundwork for sales to Japanese companies.
- Negotiated the basics and specifics of two major transplant operations with Japanese companies. These included the building of new assembly plants, and the product. All business, legal, financial, marketing, and engineering issues were involved.

- Experienced in the establishment of new organizations and their staffing as well as reorganization of existing activities to achieve cost reductions and manpower savings. Also experienced in dealing with unions and their work environments.
- Utilized leadership skills to successfully inspire teamwork, and developed people by delegation and empowering. Have created the vision and established goals for organizations. Acting as a “change agent”, successfully built organizations into better functioning and higher performing units.
- Developed and implemented a manufacturing strategy for a manufacturing division that included lean production concepts, a business orientation, and a new culture. The division consists of 10 plants with sales of \$3 billion, and 16,000 employees. Quality improved 23% over the prior year, all objectives were met or exceeded and the division achieved credibility.

#### **PLANNING/STRATEGY:**

- Planned and implemented the European Fiesta program from start to finish (5 years). It was launched on-target and was still successful ten years later. Directed this project as team leader, which was the largest and most complex program at Ford up to that time. The program achieved all goals and objectives.
- Developed the 1990-1995 basic product strategy and cycle plan for Chrysler. This is the basis for the resurgence of Chrysler.
- Directed car product planning for Ford of Europe during the 1970's, which was the first time a profit of \$1 billion was achieved. This was a result of an effective management team.
- Directed the small car strategy for Ford in the U.S. in the early 1980's. Conceived and implemented the Tempo in a very short time and with minimum investment. Prior attempts by other planners at selling similar programs had failed.
- Headed a diversified parts manufacturing company, which consisted of six separate businesses. Developed strategic business plans for each business unit. Each was selected to grow, drop, joint venture, sell or improve. These actions improved the profitability in all units.
- Revitalized an existing product line without major expenditures by utilizing a successful product content and marketing program. This increased profitability and doubled market share immediately.

## PROFESSIONAL EMPLOYMENT HISTORY

### NEW VENTURE GEAR, INC.

CEO and President  
Board Director

1990-1996  
1992-1996  
1990-1996

### CHRYSLER CORPORATION

Vice President, Power Train Operations  
CEO and Chairman, Acustar, Inc.  
CEO and Chairman, Chrysler de Mexico  
Vice President, Program Management  
Vice President, Advance Product Planning

1984-1992  
1991-1992  
1990-1991  
1987-1990  
1986-1987  
1984-1986

### FORD MOTOR COMPANY

Executive Director, Small Car Programs  
V.P. Special Manufacturing Programs, Ford of Europe  
V.P. Export Operations, Ford of Europe  
V.P. Car Product Planning, Ford of Europe  
Various Executive Positions

1965-1984  
1979-1984  
1978-1979  
1977-1978  
1976-1977  
1965-1976

## EDUCATION

M.B.A..Harvard Business School (Baker Scholar with High Distinction) 1965  
B.S. Northwestern University (Electrical Engineering) 1958

## PROFESSIONAL AFFILIATIONS

Board Member, Junior Achievement of Southeastern Michigan (1991-2013)  
Board Member, The Children's Center of Detroit (since 1992)  
Alumni Regent Emeritus, Northwestern University (for the Detroit area since 1984)  
Council Member. Northwestern Engineering School Advisory Council (1985-1995)  
American Chamber of Commerce of Mexico (Officer, 1987-1990)

**PERSONAL** Married to Lady Susan Willis-Reickert  
Two grown children. Excellent health.

**INTERESTS** Sailing, travel, photography, and skiing

March 28, 2017