

HELLO, I'M  
**Steven Kahla**

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 Waller, Texas

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## EDUCATION

Texas A&M University, College Station, Texas  
Bachelor of Science in Agricultural Development August 1998 - December 2002

Texas Agricultural Lifetime Leadership Program – College Station, Texas  
Master's Degree Equivalency June 2014 – June 2016

## SKILLS

Campaign Creation  
Content Marketing  
Lead Nurturing  
Email Marketing  
Social Media  
Marketing Strategy  
Sponsorship  
Talent Management  
Cooperative Strategy  
Market Development  
Concept Design  
Team Building

## PROFILE

I have over 20 years of strategic marketing, advertising, public relations and brand development experience.

I have gained this experience through a diversified career in politics, media, agribusiness and manufacturing.

The skill set I have developed is a unique asset.

## EXPERIENCE

April 1, 2018 – Present

Owner of That Guy Brands – Strategic Consulting

Strategic Consulting for Marketing, Public Relations, Copy Writing and Brand Building

Photography & Social Media expertise in shooting lifestyle and product for commercial use Social Media Jedi for content development and execution

Event Planning for Trade Shows, management, staffing and execution

Sponsorship Development & Management: Develop and manage sponsorship opportunities for businesses, organizations and individuals

Concierge Support: Who do you need to meet? What is your objective? Where do you need to go? When do you need to be there? Why is it important? I address these questions within reason and moral compass.

March 2010 – April 1, 2018

Brand Manager Olathe Boot Company – Western Leather Goods

Built the Olathe Brand to 200% growth in 3 years with over \$1,000,000 in sales each year

Recruit, train and Manage National Field and Sales Teams

Develop all print, social media and web marketing campaigns

Product design and development based on consumer research

## EXPERTISE

Strategy  
Situational Management  
Communication  
Personnel Development  
Event Planning  
Program Development

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## AWARDS

Finalist in 2 categories for  
2014 and 3 categories for  
2015 in the American  
Marketing Association Crystal  
Awards – Houston Market

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## PHILANTHROPY

Texas State Guard Crewman  
Special Operations Boat  
Teams – 2<sup>ND</sup> Brigade, 2<sup>ND</sup>  
Battalion, Charlie Company

Houston Livestock Show &  
Rodeo

Cowboys 4 Heroes

American Cutting Horse  
Association

Texas 4-H

Outdoor Association for  
True Heroes

Fallen Heroes Memorial Run

## EXPERIENCE

March 2010 – April 1, 2018

Sponsorship & Marketing Director – Rios of Mercedes, Anderson Bean and Olathe Boots

Manage all Marketing, Advertising and Public Relations directives and personnel

Grow Social Media presence (currently the 3 combined pages have over 100,000 fans on Facebook alone) to offer a better conversion rate to send consumers directly to retailers to purchase featured products

Coordinate all sponsorship management of associations and endorsed human assets for the following associations, organizations and scholastic entities; National Cutting Horse Association, National Reining Horse Association, National Reined Cow Horse Association, Texas 4H, Texas & Southwestern Cattle Raisers Association, American Cutting Horse Association, Working Ranch Cowboys Association, Oklahoma State University, Texas A&M University, University of Houston, San Antonio Livestock Show & Rodeo, Houston Livestock Show & Rodeo, PTSD Foundation of America, Navy SEAL Foundation, Chris Kyle Foundation, Outdoor Association for True Heroes, Chukkers for Hope, Victory Cup, Houston Polo Club and the US Polo Association Women's Open

January 2006 – March 2010

Marketing Director & Field Representative – CR Publishing

Marketing and Advertising Consulting for Brahman and Santa Gertrudis Cattle producers

Monthly advertising sales for The Brahman Journal and the Santa Gertrudis USA magazines

Marketing consulting for the King Ranch and Heart Bar Ranch

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## REFERENCES

Jim Mazurkiewicz, Ph.D.  
Regents Fellow, Professor and  
Leadership Program Director  
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## REFERENCES

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United Kingdom  
Vice Consul, Trade & Investment Officer  
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FEMA

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STUDENT TRANSCRIPT

<b>Last Name</b>	<b>First Name</b>	<b>MI</b>	<b>Student ID</b>
KAHLA	STEVEN	C	***-**-2315

Issued: November 12, 2020

<u>Course Code and Title</u>	<u>Completed</u>	<u>IACET CEUs*</u>
IS-00026 Guide to Points of Distribution	05/16/2020	0.4
IS-00075 Military Resources in Emergency Management	05/16/2020	0.2
IS-00100.c Introduction to Incident Command System, ICS-100	04/05/2020	0.2
IS-00200.c Basic Incident Command System for Initial Response	04/05/2020	0.4
IS-00520 Introduction to Continuity of Operations Planning for Pandemic Influenzas	11/11/2020	0.1
IS-00700.b An Introduction to the National Incident Management System	04/05/2020	0.4
IS-00800.d National Response Framework, An Introduction	05/16/2020	0.3
IS-00906 Basic Workplace Security Awareness	10/03/2020	0.1
IS-00907 Active Shooter: What You Can Do	09/22/2020	0.1
IS-00915 Protecting Critical Infrastructure Against Insider Threats	09/24/2020	0.1
IS-02200 Basic Emergency Operations Center Functions	10/03/2020	0.4
*****End of Transcript*****		

**Jeffrey D. Stern, Ph.D.**  
*Superintendent*  
*Emergency Management Institute*  
*Federal Emergency Management Agency*

\* One Continuing Education Unit (CEU) is equal to ten (10) student contact hours using the guidelines of the American National Standards Institute (ANSI) / International Association for Continuing Education and Training (IACET) I-2007 Standard.