



May 27, 2014

Marilyn Wesley  
Director of Community Affairs  
Escambia County  
221 Palafox Place  
Pensacola, FL 32502

Dear Marilyn:

In response to the request for private sector representation on the Regional Workforce Board of Directors, I would like to recommend Mr. Bill Dagnall, AVP of Business Development for Navy Federal Credit Union. As one of our area's largest private employers, Navy Federal Credit Union will provide strong insight on hiring trends and demand. Bill is involved in other efforts in the business community and is ideally suited for the board position.

Please forward all further correspondence relating to meetings of the Regional Workforce Board to:

Mr. Bill Dagnall  
AVP, Business Development  
Navy Federal Credit Union  
5550 Heritage Oaks Dr.  
Pensacola, FL 32526

He can be contacted via phone at (850) 912-5176 or [bill\\_dagnall@navyfederal.org](mailto:bill_dagnall@navyfederal.org)

Thank you for your ongoing work to improve the employment opportunities for the Greater Pensacola Area.

Sincerely,

A handwritten signature in black ink, appearing to read "Scott Luth", with a long, sweeping underline.

Scott Luth  
Senior VP, Economic Development

**WORKFORCE ESCAROSA, INC.  
BOARD MEMBERSHIP PROFILE - PRIVATE SECTOR**

TYPE OF BUSINESS (Check all that apply): <input type="checkbox"/> Small Business (less than 500 employees) <input type="checkbox"/> Minority Owned
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Name: Bill Dagnall  
 Business Name: Navy Federal Credit Union  
 Address: 5550 Heritage Oaks Drive  
Pensacola, FL 32526

Title: AVP, Business Development  
 Phone No.: 850-912-5176  
 FAX No.: 850-912-0155  
 E-Mail Address: bill\_dagnall@navyfederal.org  
 Cell Phone No.: 850-281-6922

Home Address: 805 Witt Lane  
Cantonment, FL 32533

**MEMBERSHIP DEMOGRAPHICS (for reporting purposes)**

<b>GENDER:</b> <input checked="" type="checkbox"/> Male <input type="checkbox"/> Female	<b>RACE:</b> <input type="checkbox"/> Black <input type="checkbox"/> Asian <input type="checkbox"/> Hispanic <input checked="" type="checkbox"/> White <input type="checkbox"/> Ameri. Indian <input type="checkbox"/> Other	<b>VETERAN:</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<b>AGE:</b> <input type="checkbox"/> < 55 <input checked="" type="checkbox"/> 55 OR >	<b>DISABLED:</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
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Community Organization Memberships

Greater Pensacola Chamber of Commerce; Santa Rosa County Chamber of Commerce; US Navy League (Pensacola Council)

Board Memberships

I currently serve as a Board Member on the Military Affairs Committee (Greater Pensacola Chamber of Commerce)

*Briefly state why you would like to become involved in the Workforce Escarosa, Inc. Board.*

As one of the major employers in Escambia County, Navy Federal continues to recruit new talent in the Northwest Florida region, hiring more than 700 employees in 2013. Having Navy Federal represented on the Workforce Escarosa Inc. Board would be beneficial as the credit union continues its growth and expansion in the coming years.

Does your company currently provide any service or products to Workforce Escarosa, Inc.?

Yes  No

Please return this form along with your resume' to:

**Jennifer McFarren**  
**Greater Pensacola Chamber**  
**P.O. Box 550**  
**Pensacola, FL 32593-0050**

**Phone No.: 438-4081 X238**  
**FAX No.: 438-6369**  
**Email: jmcfarren@pensacolachamber.com**

# WILLARD N. DAGNALL

805 Witt Lane • Cantonment, FL 32533 • bill\_dagnall@navyfederal.org • 850-281-6922

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Proficient on UAD, BakerHill Client Advisor, B2B Loan Origination, Microsoft Office, Lotes Notes and PowerPoint

- Goal-oriented and motivational team leader
- 25 years leadership experience
- 19 years extensive credit union knowledge
- Nine years commercial lending expertise
- Exceptional interpersonal communication skills
- Strong negotiator and sales producer
- Creative problem solver
- Budgetary analysis background

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## NAVY FEDERAL EXPERIENCE

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### **AVP, BUSINESS DEVELOPMENT – GREATER PENSACOLA OPERATIONS**

*(March 2014 - Present)*

- Responsible for planning, organizing and directing Navy Federal's business development activities and strategies that promote brand identity and growth for the organization in Northwest, Florida
- Board Member, Greater Pensacola Chamber of Commerce Military Affairs Committee

### **SUPERVISOR, BUSINESS SERVICES – SOUTHEAST REGION**

*(January 2008 – March 2014)*

- Develop and lead a team of business services professionals both directly and remotely throughout the Southeast Region (Atlanta-GA, Jacksonville-FL, Pensacola-FL)
- Responsible for attaining AFP goals while establishing a mission and vision for the Southeast Region ensuring that both are in alignment with the department level
- Establish and cultivate relationships within the local community to include U.S. Military Commands (currently serving as a board member for the Greater Pensacola Military Affairs Committee), Chamber of Commerce (Gulf Breeze, Pensacola, Santa Rosa County Florida), Pensacola Small Business Development Center, Admiral Club Member with the United States Navy League (Pensacola Council)
- Strategically organized and implemented the Pensacola Business Services program roll-out on Jan. 22, 2008, increasing new business membership accounts by more than 300% in the first 18 months
- Closed more than 200 business loan/credit card deals for more than \$64 million (since 2008), including the largest participation loan ever issued in the credit union's history (\$17 million in November of 2012) and the largest loan ever issued "in-house" (\$10.5 million in November of 2013)
- Appointed by Debbie Calder (SVP, Greater Pensacola Operations) in 2009 to serve on the Greater Pensacola Executive Leadership Team (GPELT)

### **BUSINESS ACCOUNT OFFICER – JACKSONVILLE, FL & VIRGINIA BEACH, VA**

*(February 2005 - December 2007)*

- Initiate contact and cultivate relationships with new business members continuing to build the client base throughout the Hampton Roads Virginia region
- First employee selected by Navy Federal to establish requirements for this position in the North Florida and South Georgia region
- Managed all of the business development and marketing responsibilities to effectively promote the program's products and services
- Submitted 213 business loans/credit cards for \$8.15 million in 2006-2007 (tops among Business Account Officers)
- Closed on 128 business loans/credit cards for \$4.45 million in 2006-2007 (tops among Business Account Officers)
- Generated more than 400 new business accounts in the first year (2005) of the program in Jacksonville, FL and closed more than \$300,000 in new business loans

## **REGIONAL MARKETING MANAGER - JACKSONVILLE, FL**

*(December 1997 - February 2005)*

- Selected to be the first employee to establish this position for the credit union in Jacksonville, Florida
- Fostered the growth of this position by analyzing marketing trends and establishing corporate relationships to represent a strong Navy Federal brand to the communities served
- Handled marketing responsibilities and annual promotional budget for eight branches in Florida and two branches in Georgia
- Responsible for all “brand” placement and awareness throughout the region (media, radio, outdoor advertising)
- Organized Navy Federal sponsorships at community events within the region to include Jacksonville Military Appreciation Day, Veterans Day Parade, Sailor of the Quarter Awards, Volunteer Jacksonville, Relay for Life
- Directed ten large Navy Federal Auto Tent Sales in Jacksonville and Pensacola Florida respectively, which generated a grand total of 1,513 loans disbursed for \$23.8 million
- Supervised and chaired the 2003, 2004, 2005 Florida Credit Union League (Northeast Chapter) Charity Golf Classic which raised more than \$90,000 total
- Selected for a special 3-month detail at Navy Federal Financial Group headquarters in Vienna, Virginia to work as the Supervisor for Investment Services (February - May, 2004)

## **BRANCH MANAGER - SINGAPORE**

*(May 1995 - December 1997)*

- Responsible for all branch operations and inventory of all negotiable items
- Developed branch team members through mentoring and leadership so they can one day assume positions of greater responsibility
- Evaluated branch team member performances for annual appraisals and salary increases
- Organized new membership sign-up and budgetary counseling seminars during U.S. Navy fleet visits
- Increased branch member transactions and new members by over 60% during my two-year management tenure

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## **AWARDS / CERTIFICATIONS**

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- Greater Pensacola Chamber Leadership Pensacola “Leap” Graduate (Class of 2014)
- Two Navy Federal Credit Union President’s Award For Service Excellence (2009 & 2002)
- Ten Navy Federal Credit Union Sustained Superior Performance Awards (1997-2003, 2010-2012)
- Three Navy Federal Credit Union Superior Achievement Awards (2001, two in 2011)
- Darden Business School Executive Training Sessions (2012-2013)
- Navy Federal Management Toolbox Certification (2011)
- RMA Lending Academy I – NASBA Credit Hours 30 (2007)
- Navy Federal Professional Development Program I Certification (2006)
- CUNA Management Enrichment Training Program Certification (2006)

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## **EDUCATION**

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**BA in Speech Communications** (Public Relations/ Marketing Minor) - Valdosta State University - Valdosta, GA (1993)