



A Tradition of Stewardship
A Commitment to Service

County Executive Office

1195 Third Street, Suite 310
Napa, CA 94559
www.countyofnapa.org

Main: (707) 253-4580

Neha Hoskins
Clerk of the Board

March 6, 2024

Fred Sallam

Napa, CA 94558

Re: Napa County Veterans' Commission

Dear Fred:

You have been a valued member of the **Napa County Veterans' Commission**. The term of your position will expire on March 20, 2024. If you wish to request reappointment for another four-year term, please check the following box:

- Yes, I would like my name, this letter and application forwarded to the Board of Supervisors for possible reappointment to the **Napa County Veterans' Commission** for the term commencing immediately and expiring March 20, 2028.


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If you have chosen to request reappointment, please check one of the two boxes below regarding your last application.

- I confirm that all the information on my last application is current.
- Some of the information on my last application is no longer current or is five (5) years old or older. I will submit a new or revised application.

(To complete a new application form either contact the Napa County Executive Office or go to the following link to complete your application online: [Committees & Commissions | Napa County, CA \(countyofnapa.org\)](#))

After checking the appropriate box, sign and date on the lines below and return this letter to the County Executive Office by mail, email, or fax.



SIGNATURE

3/7/24

DATE

Application for Appointment to Board, Commission, Committee, Task Force or Position

Applicants appointed by the Board of Supervisors will be required to take an oath of office. All applications will be kept on file for one year from the date of application.

Public Records Act

Applications are public records that are subject to disclosure under the California Public Records Act. Information provided by the applicant is not regarded as confidential except for the addresses and phone numbers of references and the applicant's personal information including home and work addresses, phone numbers and email address.

Form 700 Conflict of Interest Code

[California Fair Political Practices Website](#)

Please note that appointees may be required by state law and county conflict of interest code to file financial disclosure statements.

Which Boards would you like to apply for?

Napa County Veteran's Commission: Submitted

Category of Membership for Which You Are Applying

Board Commision

Profile

Fred _____ Sallam _____
First Name Middle Initial Last Name

Email Address

Home Address Suite or Apt

Napa _____ CA _____ 94558
City State Postal Code

Which supervisorial district do you reside in? *

District 3

To find your supervisorial district go to <https://www.countyofnapa.org/2051/Find-my-supervisor-and-district> and enter your address.

Primary Phone

Bank of Marin

Employer

Vice President Middle Market

Job Title

Relationship Manager

Occupation

Education/Experience

Education: Bachelor of Science, Managerial Economics UNIVERSITY OF CALIFORNIA, DAVIS June 2023 Experience: VICE PRESIDENT RELATIONSHIP MANAGER—MIDDLE MARKET COMMERCIAL LENDING Bank of Marin N/A, Napa | Aug 2022 – Present Responsible for the acquisition and management of Middle Market Commercial Lending Relationships for qualified local businesses with revenue sizes up to \$100 million for Bank of Marin which is one of the highest rated Community Banks in Northern California. Consistently recognized for business development discipline and prospect quality often bringing lending relationships that exceed the bank's chartered limits. Worked to help reestablish our bank's presence in the Napa County through various fund raisers, Chamber, and volunteer events. Selected to join Leadership Napa Valley's current Class #36. ASSISTANT VICE PRESIDENT RELATIONSHIP MANAGER US Bank N/A, Napa | Nov 2018 – Aug 2022 Responsible for managing, maintaining, and deepening 150+ Commercial Client Portfolio Relationships throughout Northern California. Recognized with a Shield Award for a high level of service delivered to Business Owners and Colleagues in 2020 by volunteering to help Underwrite SBA Paycheck Protection Program loan applications. Graduate of the Innovator in Residence Program in 2020 for creating as well as presenting a patent pending solution to increase productivity/efficiency across the entire \$600 billion organization. Specialization in Commercial Real Estate Lending for Owner Occupied as well as Developer/Investment Real Estate. Partnered with our Wealth Management, SBA, Practice Finance, Payment Solutions, Mortgage, Equipment Finance, and Treasury Management colleagues to put together comprehensive proposals to meet the needs of our Clients. Recognized for delivering balanced results as well as being able to help onboard newer Team Members. ASSISTANT VICE PRESIDENT BRANCH MANAGER/DISTRICT LOAN CHAMPION US Bank N/A, Napa | Oct 2008 – Nov 2018 15 time Quarterly Pinnacle winner as well as a 2 time recipient for Annual Pinnacle for finishing 2016 and 2013 in the Top 10% amongst over 3000+ branches nationwide. Personally recognized by CEO Richard K. Davis for 1st place sales excellence in: • #1 Western Division Mortgage Funding in 2012 466.67%. • #1 Western Division New Business Acquisition 2011 416.7%. Personally recognized by the Executive VP of Metro Banking, Steve SaLoutos, as the 1st Place Winner for the 2016 Shark Tank Competition. Served as District Campaign Champion in 2016 and helped lead the North Bay District to its first ever #1 Campaign ranking. Also served as District Loan Champion from 2012-2015 and helped lead the North Bay District to positive Consumer Loan Balance growth in all 4 years ending a 5 year streak of a negative balance growth. Currently serving as a member of the nationwide Product Innovations & Strategy team responsible for working with Corporate to create as well as help improve bank products and services. Selected to the 2014-2015 NCA Leadership Council to help create improvement within the Region. ASSISTANT VICE PRESIDENT BRANCH MANAGER/INTERIM DISTRICT MANAGER Downey Savings and Loan, Napa/Santa Rosa | Nov 2003 – Oct 2008 Turned around two struggling branches in both sales and operational integrity. Grew deposit and loan balances from \$29MM to \$53MM for Santa Rosa branch during May 2007 through October 2008. Originated both 1st and 2nd mortgage applications in branch. Interim District Manager for Golden Gate branches during bank down-sizing period in 2008. Directly responsible for eleven management related promotions to individuals with little to no banking experience. President's Club winner and JD Powers and Associates award for customer satisfaction.

Name and occupation of spouse within the last 12 months, if married. (For conflict of Interest purposes)

Fred Sallam

Resume

[Executive Resume_Fred Sallam .pdf](#)

Upload a Resume

Fred Sallam

Professional or occupational license, date of issue, and expiration including status

Leadership Napa Valley Class #36 Aug 2023-Jun 2024 Management and Strategy Institute Six Sigma Lean Black Belt Professional Management and Strategy Institute Six Sigma Champion Certified Dec 2022 Anthony Cole Training Group Effective Selling System May 2023 FINRA Securities Industries Essentials (SIE) Jan 2021 US Bank Innovator in Residence Program Dec 2020 IMPAX Relationship Sales Process May 2017

References: Provide names and phone numbers of 3 individuals who are familiar with your background.

Sam Neylon [REDACTED] Ron Charlton [REDACTED] Grace Crowley [REDACTED]

Community Participation

Please explain your reasons for wishing to serve and, in your opinion, how you feel you could contribute.

Having worked in Banking for two decades as well as serving as an Ambassador for the Napa/Sonoma County Small Business Development Center I have had the pleasure of meeting the financial needs of Veterans as well as countless others serving our nation. I am confident that I can help make a significant impact in the lives of our local Veterans by helping them to understand as well as work to improve their financial well-being from a personal level as well as any that may be looking at starting or growing a veteran owned business. Having more recently returned back to school and completed my Bachelors of Science degree from UC Davis I can also help our Veterans who may have had to place their goals of College education on hold for longer periods of time due to circumstances beyond their control. I also grew up locally with a many family and close friends that were small business owners and have always been passionate about helping our small business owners succeed. I am here to serve our local Veterans in any capacity our community needs in order to help ensure we are meeting and exceeding the needs of our Veterans.

Nature of activity and community location

• Leadership Napa Valley Class #36 2023 • Napa/Sonoma County Business Development Center Ambassador 2016, 2017, 2018 • Napa Hispanic Chamber of Commerce Member • Napa Chamber of Commerce Member • Napa Valley Marathon Volunteer 2023 • Queen of the Valley Generous Hearts • Soroptimist of Napa • Aldea Napa • BNI Secretary/Treasurer • Rotary International Member • Santa Rosa Chamber of Commerce Member • Santa Rosa Hispanic Chamber of Commerce Member • Santa Rosa Young Professionals Network Member • Volunteer for Habitat for Humanity 2017, 2018 • Volunteer for Financial Literacy Sonoma State University 2016, 2018 • Volunteer for Operation Hope 2014, 2015, 2016, 2017 • Volunteer for Project Homeless Connect 2014, 2015, 2016, 2017, 2018 • Volunteer for Junior Achievement 2013, 2014, 2015, 2016 • Committee Member for Rotary Charity Golf Tournament at Oakmont 2013 • Volunteer for Santa Rosa Veterans Day Remembrance 2012 • Volunteer for United Way 2011 • Volunteer for Sonoma County Humane Society 2010 • Volunteer for Paint the Town 2005-2009 • Volunteer for University Retirement Community 2005

Other County Board/Commission/Committee on Which You Serve/Have Served

• Leadership Napa Valley Class #36 2023 • Napa/Sonoma County Business Development Center Ambassador 2016, 2017, 2018 • BNI Secretary/Treasurer

Public Actions that may impact Credit Rating (List all court or other public administration actions impacting your credit rating within the past ten (10) years)

N/A

Electronic Signature Agreement

I meet the criteria required to serve in this position.

Yes No

I declare under penalty of perjury that the foregoing is true and correct.

Yes No

Please Agree with the Following Statement

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

I Agree

Electronic Signature (First M. Last)

Fred A. Sallam

Date

11/13/2023



FRED A. SALLAM

VICE PRESIDENT



SUMMARY

Accomplished Banking Executive and Lean Six Sigma Black Belt Champion with a demonstrated history of creating success across multi-billion dollar organizations through leadership of large teams, individual contributions, and project management of key performance indicators.

EDUCATION

**Bachelor of Science,
Managerial Economics**
UNIVERSITY OF CALIFORNIA, DAVIS
June 2023

PROFESSIONAL DEVELOPMENT

**Leadership Napa Valley
Class #36**
Aug 2023-Jun 2024

**Management and Strategy Institute
Six Sigma Lean Black Belt
Professional**

**Management and Strategy Institute
Six Sigma Champion Certified**
Dec 2022

**Anthony Cole Training Group
Effective Selling System**
May 2023

**FINRA
Securities Industries Essentials (SIE)**
Jan 2021

**US Bank
Innovator in Residence Program**
Dec 2020

**IMPAX
Relationship Sales Process**
May 2017

WORK EXPERIENCE

VICE PRESIDENT RELATIONSHIP MANAGER—MIDDLE MARKET COMMERCIAL LENDING

Bank of Marin N/A, Napa | Aug 2022 – Present

Responsible for the acquisition and management of Middle Market Commercial Lending Relationships for qualified local businesses with revenue sizes up to \$100 million for Bank of Marin which is one of the highest rated Community Banks in Northern California. Consistently recognized for business development discipline and prospect quality often bringing lending relationships that exceed the bank's chartered limits. Worked to help reestablish our bank's presence in the Napa County through various fund raisers, Chamber, and volunteer events. Selected to join Leadership Napa Valley's current Class #36.

ASSISTANT VICE PRESIDENT RELATIONSHIP MANAGER

US Bank N/A, Napa | Nov 2018 – Aug 2022

Responsible for managing, maintaining, and deepening 150+ Commercial Client Portfolio Relationships throughout Northern California. Recognized with a Shield Award for a high level of service delivered to Business Owners and Colleagues in 2020 by volunteering to help Underwrite SBA Paycheck Protection Program loan applications. Graduate of the Innovator in Residence Program in 2020 for creating as well as presenting a patent pending solution to increase productivity/efficiency across the entire \$600 billion organization. Specialization in Commercial Real Estate Lending for Owner Occupied as well as Developer/Investment Real Estate. Partnered with our Wealth Management, SBA, Practice Finance, Payment Solutions, Mortgage, Equipment Finance, and Treasury Management colleagues to put together comprehensive proposals to meet the needs of our Clients. Recognized for delivering balanced results as well as being able to help onboard newer Team Members.

ASSISTANT VICE PRESIDENT BRANCH MANAGER/DISTRICT LOAN CHAMPION

US Bank N/A, Napa | Oct 2008 – Nov 2018

15 time Quarterly Pinnacle winner as well as a **2 time recipient** for **Annual Pinnacle** for finishing 2016 and 2013 in the Top 10% amongst over 3000+ branches nationwide. Personally recognized by CEO Richard K. Davis for 1st place sales excellence in:

- ☐ #1 Western Division Mortgage Funding in 2012 466.67%.
- ☐ #1 Western Division New Business Acquisition 2011 416.7%.

Personally recognized by the Executive VP of Metro Banking, Steve SaLoutos, as the 1st Place Winner for the 2016 Shark Tank Competition. Served as District Campaign Champion in 2016 and helped lead the North Bay District to its first ever #1 Campaign ranking. Also served as District Loan Champion from 2012-2015 and helped lead the North Bay District to positive Consumer Loan Balance growth in all 4 years ending a 5 year streak of a negative balance growth. Currently serving as a member of the nationwide Product Innovations & Strategy team responsible for working with Corporate to create as well as help improve bank products and services. Selected to the 2014-2015 NCA Leadership Council to help create improvement within the Region.



FRED A. SALLAM

VICE PRESIDENT



Napa, CA 94558

SKILLS

- Six Sigma Champion
- Six Sigma Black Belt
- Project Management
- Commercial Lending
- Leadership
- Product Development
- Decision Analysis
- Critical Path
- FINRA SIE
- Relationship Management
- Business Development
- Community Involvement
- Hiring/Recruiting
- Corporate Finance
- Micro/Macro Economics
- Data Analysis
- Employee Development
- Wealth Management
- Treasury Management
- Payment Solutions
- Executive Presentations
- Agile Process
- Process Improvement
- Managerial Accounting
- nCino/Sales Force

WORK EXPERIENCE - CONTINUED -

ASSISTANT VICE PRESIDENT BRANCH MANAGER/INTERIM DISTRICT MANAGER Downey Savings and Loan, Napa/Santa Rosa | Nov 2003 – Oct 2008

Turned around two struggling branches in both sales and operational integrity. Grew deposit and loan balances from \$29MM to \$53MM for Santa Rosa branch during May 2007 through October 2008. Originated both 1st and 2nd mortgage applications in branch. Interim District Manager for Golden Gate branches during bank down-sizing period in 2008. Directly responsible for eleven management related promotions to individuals with little to no banking experience. President's Club winner and JD Powers and Associates award for customer satisfaction.

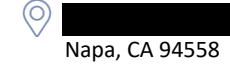
AWARDS

- 2022 Shield Award Recipient for Commercial Loan Production to Plan
- 2021 Shield Award Recipient for Revenue to Plan
- 2020 Innovator in Residence Winner and Graduate
- 2020 Shield Award Recipient for PPP Loan Service Excellence
- 118% to Plan in Business Lending 2019
- Top Project Gold Production 2018 Q1, Q3
- Top Revenue Production 2018 Q1
- Top Consumer Checking Balance Growth 2018 Q1
- Top Consumer Loan Growth YTD 2017
- Top Consumer Loan Growth 2017 Q1, Q2, Q3, Q4
- Top Revenue Production YTD 2017
- Top Revenue Production 2017 Q1, Q2, Q3, Q4
- US Bank Annual Pinnacle Award 2016
- US Bank Pinnacle Branch 2016 Q4
- US Bank Pinnacle Branch 2016 Q3
- 1st Place 2016 Shark Tank Presentation
- #1 District (Entire Bank) Super Hero Summer Challenge
- US Bank Pinnacle Branch 2016 Q1
- US Bank Gallup Customer Experience 2016 Q4
- US Bank Gallup Customer Experience 2016 Q3
- US Bank Gallup Customer Experience 2016 Q2
- US Bank Gallup Customer Experience 2016 Q1
- US Bank Pinnacle Branch 2015 Q4
- Top District Consumer Loan Growth YTD 14.3% 2015
- Top Consumer Loan Production 623% to goal Q3 2015
- Top Consumer Net DDAs 200% to goal Q2 2015
- Top Revenue 113.8% Q2 2015
- Top Credit Card Production 157.7% Consumer 150% Business Q2 2015
- Top Credit Card Production 100% Consumer 100% Business Q1 2015
- Top Consumer Net DDAs 425% to goal Q1 2015
- Million Dollar Loan Club Q1 2015
- US Bank Gallup Customer Experience 2015 Q1, Q2
- Top Business Lending (Project Gold) \$38M (294% Growth YTD) in 2014
- US Bank Annual Pinnacle Award 2013
- #1 Western Division Consumer Loan Growth 2013 460.6% (pending)
- US Bank Gallup Customer Experience 2013 #2 in Region 85.7% YTD
- US Bank Consumer Net DDA 627% YTD 2013
- US Bank Business Net DDA 240% YTD 2013
- US Bank Gallup Customer Experience 2013 Q4
- US Bank Gallup Customer Experience 2013 Q3
- US Bank Gallup Customer Experience 2013 Q2
- US Bank Gallup Customer Experience 2013 Q1
- US Bank Great-O-Meter Award 2013 Q4



FRED A. SALLAM

VICE PRESIDENT



REFERENCES

Chris Delegans
Senior Vice President (retired)
US Bank
California, USA



John D. Reighard
Board Member
Angel Investor Network
California, USA



Samuel Neylon
Vice President
Redwood Credit Union
California, USA



AWARDS - CONTINUED -

- US Bank Great-O-Meter Award 2013 Q3
- US Bank Great-O-Meter Award 2013 Q2
- US Bank Great-O-Meter Award 2013 Q1
- US Bank LAMP Award 2013 Q3
- US Bank LAMP Award 2013 Q1
- US Bank Pinnacle Branch 2013 Q4
- US Bank Pinnacle Branch 2013 Q3
- US Bank Pinnacle Branch 2013 Q1
- Product Innovations and Strategy Team (Corporate) 2013
- District Loan Champion 2013
- District Special Events Committee 2013
- US Bank Pinnacle Branch 2012 Q4
- US Bank Pinnacle Branch 2012 Q2
- #1 Western Division Mortgage Funding 2012 466.67%
- #1 Northern California Region Loss Prevention 2012 -118%
- US Bank Gallup Customer Loyalty 2012
- #1 Western Division New Business Acquisition 2011 416.7%
- US Bank Pinnacle Branch 2011 Q4
- US Bank Pinnacle Branch 2011 Q3
- US Bank Pinnacle Branch 2011 Q1
- US Bank Gallup Customer Satisfaction 2011
- LAMP Award 2011
- US Bank Pinnacle Branch 2010 Q4
- US Bank Pinnacle Branch 2010 Q2
- US Bank Customer Loyalty 2010
- US Bank Conversion Ambassador 2010
- US Bank Pinnacle Branch 2009 Q4
- Downey Savings President's Club Branch 2008
- Downey Savings President's Club Branch 2007
- Downey Savings President's Club Branch 2005
- Downey Savings Leadership Gold Seal Award
- JD Powers and Associates Customer Satisfaction 2005

VOLUNTEER

- Leadership Napa Valley Class #36 2023
- Napa/Sonoma County Business Development Center Ambassador 2016, 2017, 2018
- Napa Hispanic Chamber of Commerce Member
- Napa Chamber of Commerce Member
- Napa Valley Marathon Volunteer 2023
- Queen of the Valley Generous Hearts
- Soroptimist of Napa
- Aldea Napa
- BNI Secretary/Treasurer
- Rotary International Member
- Santa Rosa Chamber of Commerce Member
- Santa Rosa Hispanic Chamber of Commerce Member
- Santa Rosa Young Professionals Network Member
- Volunteer for Habitat for Humanity 2017, 2018
- Volunteer for Financial Literacy Sonoma State University 2016, 2018
- Volunteer for Operation Hope 2014, 2015, 2016, 2017
- Volunteer for Project Homeless Connect 2014, 2015, 2016, 2017, 2018
- Volunteer for Junior Achievement 2013, 2014, 2015, 2016
- Committee Member for Rotary Charity Golf Tournament at Oakmont 2013
- Volunteer for Santa Rosa Veterans Day Remembrance 2012
- Volunteer for United Way 2011
- Volunteer for Sonoma County Humane Society 2010
- Volunteer for Paint the Town 2005-2009
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