

# BENJAMIN S. CATLIN IV

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**Entrepreneurial, Strategic, Creative, and Proactive** operating executive with a “let’s get to work” mentality.

Thirty years of experience in marketing, sales, leasing, management, planning, acquisitions, development, operations and construction, combined with almost twenty years of experience in training and aviation.

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## CORE COMPETENCIES

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|---------------------------------|----------------------------------|--|
| 1. Leasing, Marketing and Sales | 6. Leadership and Team Building  | 9. Risk Management                           |
| 2. Customer Relations           | 7. Mentoring Employees           | 10. System Re-engineering and Implementation |
| 3. Strategic Planning           | 8. Property and Asset Management | 11. Governmental Relations and Approvals     |
| 4. Budgets and Forecasts        |                                  |  |
| 5. Development and Construction |                                  |  |

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## EDUCATION

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United States Air Force Academy, Colorado Springs, CO  
University of Pittsburgh, Pittsburgh, PA  
Squadron Officers School, Wichita Falls, TX

BS – General Engineering, 1973  
MA – Political Science (Public Policy), 1974  
Graduated – General Management Skills, 1976

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## BUSINESS EXPERIENCE

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- Owner**, Bluemont Properties, Sacramento, CA **2009 to Present**
- Commercial development, management, brokerage, construction and consulting. **2009 – 2017 (ongoing)**
    - *Established and led company in all aspect, especially marketing, sales and planning;*
    - *Performed in-depth industry and local market analysis;*
    - *Projected financial models with investor return analysis, build-out budgets, staffing needs and operating costs;*
    - *Created development budgets with detailed projections and investor returns;*
    - *Developed expertise in “green” products and demand for green buildings.*
  - Testing, Product Design and Sales for SCA and Wausau Paper Companies. **2011-2017 (ongoing)**
    - *Primary responsibilities are testing of new and existing paper products dispensers and systems; and*
    - *Secondary responsibilities in assisting design team in product development and marketing.*
  - Marketing for Enable Energy Solar **2013-2017 (ongoing)**
    - *Responsible for sales in excess of one million dollars of solar systems*
  - Consulting for Renewable Technologies Inc., solar and wind power systems integrator. **2009 – 2013**
    - *Primary responsibilities in marketing, sales, planning and development of business plan;*
    - *Coordinated sale and construction of a large solar collection system (Broomfield, Colorado);*
    - *Performed industry and local market analyses; and projected project budgets, returns and operating costs.*
  - Consulting and Business Development for Miles Consulting Corporation/Pay Per Cloud, Folsom, CA, Microsoft and Linux Information Technology Company in rapid growth mode. **2011-2012**
    - *Primary responsibilities in marketing, sales, customer relations and initial system design.*
  - Consulting for Auqeo - Venture Capital, analysis, marketing and consulting. **2012**
    - *Analyze potential clients and investments*
    - *Increase revenues and help client companies to penetrate new markets*

**Owner**, Catlin Properties and JB Olsen Construction, Sacramento, CA, Denver, CO and Chicago, IL **1998 to 2009**

- Managed operations in multiple companies in multiple cities. Acquired, developed, leased and sold \$400 million in commercial development with experience in “New Urbanism,” green design and pedestrian-oriented development.
  - *Responsible for all functions especially marketing, leasing and sales, but also including operations, development, finance, legal, technology, budgeting, accounting and reporting;*
  - *Performed comprehensive market analysis of consumers and demand;*
  - *Restructured the company including leading a complete reorganization, instituting sound methods of development and investment analysis, and implementing new policies and procedures;*
  - *Established and led Investment Committee (vetting/approving acquisitions and investments);*
  - *Acquired, repositioned and remarketed an existing vineyard operation;*
  - *Completed numerous borrowing transactions and equity infusions; and*
  - *Restructured finance and accounting, including upgrading staff, instituting sound methods of development and investment analysis, and implementing new policies and procedures.*
- Completed numerous large projects including office, retail, industrial, residential and agricultural projects.
  - *Performed in-depth industry and local market analyses;*
  - *Defined key customer segments and wrote business plans;*
  - *Projected build-out budgets, opening costs, staffing needs and operating costs; and*
  - *Built operational and financial management systems and supervised financial and investor reporting.*

**Managing Partner**, Panattoni Catlin Ventures, Sacramento, CA and Denver, CO **1991 to 1998**

- Analyzed, acquired, developed, leased and sold \$450 million in commercial development projects.
  - *Acquired, renovated, leased and sold a large portfolio of office properties, generating a \$35 million profit;*
  - *Responsible for all company functions including legal, technology, budgeting, accounting and reporting; and*
  - *Responsible for the management and development of a 600-acre mixed use development in Lathrop, CA which included sewer mitigation, water service and electric distribution.*

**Vice President - Marketing and Sales, Panattoni Development Company**, Sacramento, CA **1988-1991**

- Oversaw all portfolio marketing and development including a \$500 million development pipeline.
- Developed computer systems to manage sales and maximize profitability
- Sold construction services for sister companies Panattoni and Nathan Construction
- Negotiated, structured and drafted acquisition, joint ventures and lease agreements. Representative transactions:
  - *Detailed review of downtown rail yard property including a proposed 900,000 square foot office/retail project;*
  - *Development of Airport Gateway Center, a 440-acre mixed use project adjacent to the Stockton, CA airport; and*
  - *Development, marketing and sales of projects from California to Maryland.*

**Senior Vice President, Bishop Hawk, Inc.**, Sacramento, CA **1981-1988**

- Evaluated sales and acquisition projects. Created financial models, project budgets, investor presentations and company database management system.
- Received “Top Producer” sales awards for almost every year of employment.
- Developed relationships and negotiated real estate transactions. Representative transactions include the following:
  - *Sale of an 800,000 square foot portfolio from Panattoni Development Company to Trammell Crow Company;*
  - *Sale and preliminary development of a 38-acre parcel at the northwest corner of Hazel and Highway 50; and*
  - *Negotiated a 70,000 square foot office tenant lease in a new “build to suit” 150,000 square foot office building.*

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**STAFF DEVELOPMENT, MENTORING AND TEACHING EXPERIENCE**

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- **Introduction to Mentoring**, YMCA, Fort Worth, TX 1964
- **Air Force Academy Leadership Development System**, US Air Force Academy, CO 1970-1973, Managed training and mentorship training programs for approximately one hundred and fifty students
- **Advanced Flight and Instructor Training**, Altus Air Force Base, Altus, OK, 1975 - 1978 Extensive coursework in learning and theory of instruction
- **Flight Instructor and Simulator/Engineering Systems Instructor**, Travis Air Force Base, Fairfield, CA 1978-1993, this work included thousands of hours of direct and indirect teaching and mentoring in such subjects as flying, flight and ground safety, cockpit management, rules and regulations and engineering and aircraft systems
- **Bishop Hawk Commercial Real Estate Brokerage**, Sacramento, CA 1982-1987 Managed the internship program for five years. This program provided support for company programs and also produced a number of successful graduates
- **Catlin Properties Management Development Program**, Eleven years of development and execution of training programs
- **ESM College**, Sacramento, CA 2012-2014, Mentoring and consulting for high school students on college selection, career planning and athletic recruiting

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**AVIATION EXPERIENCE**

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- **Introduction to Aviation**, US Air Force Academy, CO 1969-1973
- **Basic Flight Training**, Sheppard Air Force Base, Wichita Falls, TX, 1975 (T-37, T-38)
- **Advanced Flight and Instructor Training**, Altus Air Force Base, Altus, OK, 1975 - 1978 (C-141/L-500)
- **Airline Pilot Training**, John F. Kennedy International Airport, New York, NY (DC-8-63)
- **Flight Simulator/Engineering Systems Instructor**, Travis Air Force Base, Fairfield, CA 1978-1990
- **Assistant Airfield Operations Manager**, Travis Air Force Base, Fairfield, CA 1976-1977
- **Assistant Base Inspector General**, Travis Air Force Base, Fairfield, CA 1977
- **Civil Flight Ratings**: Airline Transport Pilot, Flight Instructor, Instrument Flight Instructor, Flight Engineer
- **Approximately 5,500 hours of flight time** with significant experience in piston and turbine powered aircraft (as listed above plus Cessna 152, 172, 182, 210, 340 and Citation [type rating], Beech Bonanza and Duke)
- **Approximately 2,000 hours of simulator flight instructor time**

**Pilot - Flying Tiger Lines, Los Angeles, CA**

**Sept 1987**

- Trained as a DC-8 copilot.

**Pilot - Seaboard World Airways and World Airways, New York, NY and Oakland, CA**

**June-Sept 1980**

- Trained as a DC-8 copilot.

**Major - United States Air Force Reserve, Travis AFB, Fairfield, CA**

**1980 to 1993**

- Flew missions worldwide in support of general and classified operations including Desert Storm. Received numerous awards.

**Captain - United States Air Force, Travis AFB, Fairfield, CA**

**1974 to 1980**

- Copilot to Flight Instructor and Simulator Flight Instructor. Designated VIP Pilot for Commander 22nd Air Force.
- Built complex scheduling models to coordinate planning for all unit airlift and training functions.
- Created training manuals used to train unit pilots in all aircraft systems and procedures.

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**ADDITIONAL INFORMATION**

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- Intern Nixon White House 1972,
  - *Responsibilities included resource management analysis (oil/gas/scarce minerals) and emergency flood relief. I supported twenty-three flood relief centers serving Pennsylvania during Tropical Storm Agnes.*
- Top Secret Clearance - extended background investigation. Participated in numerous classified operations.
- Taught Facilities Development/Management - Warehousing Education and Research Council (WERC) – division of Council of Logistics Management. Familiar with Radio Frequency Identification Systems (RFID) and materials handling systems.
- Developed expertise at factory process and structural design. Built numerous factories and specialized projects. Created, planned and implemented major improvements to wine processing and storage.
  - *Sutter Home Winery Wine Warehouse and Bottling Plant, American Canyon, CA;*
  - *Western Wines Specialty Warehouse – temperature and humidity controlled, American Canyon, CA;*
  - *United Naturals Processing and Distribution Facility, Phases I- V, Auburn, CA;*
  - *Premier Plastics Factory, Lathrop, CA;*
  - *Fuel Total Systems (Division of Toyota), Lathrop, CA;*
  - *Mazda Parts Distribution Facility, Woodland, CA;*
  - *New Life Bakery, Carson City, NV;*
  - *Endosonics Manufacturing Facility, Rancho Cordova, CA( heart catheters);*
  - *Truckee Precision Manufacturing Facility, Reno, NV(slot machine components); and*
  - *Bank of America Data Processing and Call Center Facility, Rancho Cordova, CA.*
  - *Rink Studios recording studio, performance venue, bar and restaurant*
- Taught Aviation and Aviation Related Classes:
  - *Aviation Engineering Systems – Electrics, Heating & Cooling, Hydraulics, Avionics;*
  - *Safety and Accident Avoidance;*
  - *Weight and Balance;*
  - *Aircraft Loading;*
  - *Air Traffic Control Procedures (ATC);*
  - *Secure Control of Air Traffic and Navigation Aids (SCATANA);*
  - *Airfield Certification Procedures (TERPS);*
  - *Crew Resource Management (CRM) and General Operations Management;*
  - *Airfield Security and Access Control; and*
  - *Concurrent Aircraft Servicing Procedures.*
- Worked during High School
  - *Sales – Magazine Subscription Sales - professional magazine subscriptions company*
  - *Sales – Berry Brothers & Donohue - Family Dry-cleaning Company*
  - *Building Maintenance – United Janitorial*
  - *Landscape Maintenance – Perry Commercial Nursery*
- Licensed California Real Estate Broker.
- Bought, renovated, leased and sold residential real estate
- Former Board Member - Jesuit High School, The First Tee of Greater Sacramento.
- Member – Northridge Country Club, The Association of Graduates – United States Air Force Academy, Lambda Alpha.
- Married to Gail Catlin for forty-three years
- Two sons - Ben Catlin (35) - Story House film production company and John Catlin (23) professional golfer.
- Hobbies – Golf, Flying, and Reading (non-fiction: science, economics, politics, religion and history).