



TODD A. DELAUNE

WORK EXPERIENCE

6/2012 – Present Red, White & Brew, Boutique de Fumee and TRD Holdings

President

Hammond, LA

RWB: Purchased an 16yo declining business. Modernized the store, refreshed the brands, and grew sales by 7 times from year purchased. Posted double digit comparable YOY sales for 11 years in a row.

Fumee: Opened a complimentary business/spin off location, Boutique De Fumee at 206 E Thomas. Grew sales by double digit comparable YOY sales since opening in 2017.

TRD Holdings: Purchased a total of 5 commercial buildings in Historic Downtown Hammond. Created an LLC and personally manage 5 Commercial and 9 Residential tenants. As each property is vacated, we conduct complete renovation of every unit to bring all properties to current codes and standards.

4/2010 - 7/2010 Emser Tile

Outside Sales

New Orleans, LA

Generate sales in existing and new markets.

- Only sales rep to exceed budgeted sales for last four consecutive months after territory reduction.
- Only sales rep to close "exclusive" agreements with existing customers.
- Consistently displaced competitors by adding more product displays to existing accounts.

4/2003 - 4/2010 Emser Tile

Branch Manager

New Orleans, LA

Start up of a local Branch for a 35 year old 'Tile Distributorship.

- Recruit and hire staff of outside sales associates, operations manager and warehouse personnel.
- Oversee construction phase of new branch, set up merchandise displays and warehouse structure.
- Responsible for building brand recognition in a new market, ensuring company standards are met through operational integrity, sales and profit goals.
- Allowed complete control of marketing, driving sales and P&L responsibility.
- Ran the only profitable branch in region for the entire year of 2009.



8/2002 - 4/2003 Toys R Us

Store Director

New Orleans, LA

Director of store with 7+ M in annual volume.

- Direct two managers, 5 world (department) leaders 30+ associates.
- Responsible for merchandising, ensuring company standards are met and maintained. Drive guest delight and ensure that sales and profit goals are met through statistical analysis, P&L and cost controls.

1983-2002 The Home Depot

6/2000 – 7/2002

New Orleans, LA

Store Manager

Manager of store with 43+ M in annual volume.

- Manage five assistant managers, 11 department supervisors, and 200+ associates.
- Responsible for merchandising, driving new business, overseeing the ordering process and ensuring that sales and profit goals are met through statistical analysis, P&L and cost controls.

7/1997 – 6/2000

Dallas, TX

Senior Internal Auditor / Internal Auditor

Audit store merchandising, operations, and risk exposure.

Type audit findings and recommendations report. Conduct wrap up meeting for management team.

- Type and submit summary reports for divisional officers.
- Co-wrote several audit programs for audit staff to follow.
- Trained numerous new auditors.

11/1996 – 7/1997

Jackson, MS

Administrative Assistant Store Manager

Manage all operational areas and open a store in a new market.

- Recruit, hire, and provide orientation training for 150 associates (125 new).
- Train all operational associates in specialty areas including: Special Services, Receiving, RTVs, Cashiers and Computer Room/Bookkeeping.

10/1994 – 11/1996

New Orleans, LA

Special Services Software Trainer

Train all sales and specialty associates in 12 stores (approx. 1500) on customer service software.

- Set up, schedule and train associates with varying degrees of computer knowledge.
- Roll out program and provide 2 weeks of live support.

1/1991 – 10/1994

Gretna, LA

Special Services Supervisor

Manager of all special services including special orders, will calls, deliveries, and commercial sales.

4/1989 – 1/1991

Gretna, LA

Customer Service Manager

Manage all non-sales customer service departments including cashiers, refunds and phone sales.

1983-1989

Gretna, LA

Assistant Store Manager ***1988-1989***

Department Supervisor ***1986-1988***

Returns Desk Supervisor ***1985-1986***

Sales Associate ***1983-1985***

EDUCATION

1983-Present Training Seminars

Dale Carnegie

Franklin Covey

Microsoft Applications Training

Internal Audit Training

Store/Assistant/Administrative Management Training

1983

John Ehret High School

Marrero,

LA

High School Diploma

SKILLS

Management and Leadership 20+ years

Internal Audit 3 years

Software Trainer 3 years

Sales 20+ years

Proficient in the following software applications: Microsoft Word, Excel, Power Point, Access, Outlook, AS-400 and Oracle applications.

REFERENCES

Any form of reference available upon request.

Todd Delaune

President:

The Red White & Brew

Boutique De Fumee

TRD Holdings

Who am I?

A Business Leader with a proven track record of managing and driving business to successful and profitable levels.

A guy who has always been obsessed with the concept of perfecting a craft through hard work. I grew up in the Big Box Building Materials world, holding multiple positions internally for a fortune 500 company. This gave me a foundation for success in all future endeavors. Having pioneered different jobs in that company, I built an extensive resume.

After leaving that company I was recruited to open and build the brand in a branch of a national tile and stone distribution company. We built this branch from the ground up and turned that business into a multi-million dollar, profitable location.

After my time in tile and stone, I got recruited by another company that sells Flooring Installation Supplies. They had been in the market for 5 years and had yet to turn a profit. We worked with their current staff in re-merchandising their warehouse and showroom also bring them to a multi-million dollar, profitable location.

I always wanted to be in the wine business and The Red White & Brew came up for sale in 2012. We purchased it in June and enjoyed re-merchandising the store with Boutique Wines, Craft Beers, Premium Spirits and Cigars. The Brew has grown exponentially in volume and we also added Boutique De Fumee and the Fumee Room to our repertoire of product/service offerings. To our delight, these brands have done exceptionally well.

What are my passions and values?

My passion is to provide the best quality of product at the fairest price, with the highest level of customer service in our industry. I always look at myself as my only competition and if I am truly giving my all to customer satisfaction, I can't fail.

What do I do for fun?

When I'm not hard at work, I enjoy traveling with my wife, exploring other cultures, cuisines and wine. If I'm lucky I can occasionally sneak away to go fishing.

What are my goals?

At this point in my life, I'd love to restructure the company, mentor and train someone to take over the bulk of my daily responsibilities. I have an encyclopedia of knowledge and experience in business to share. I can find the right person or people, I'd love to slowly build my final dream of retiring and traveling more.



SECRETARY OF STATE

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Name: RED, WHITE & BREW, INC. Type: Business Corporation City: HAMMOND Status: Active

Previous Names

Business: RED, WHITE & BREW, INC. Charter Number: 34526038D Registration Date: 5/2/1996

Domicile Address

120 E. THOMAS ST. HAMMOND, LA 70401

Mailing Address

C/O TODD DELAUNE 120 E. THOMAS ST. HAMMOND, LA 70401

Principal Office Address

120 E. THOMAS ST. HAMMOND, LA 70401

Status

Status: Active Annual Report Status: In Good Standing File Date: 5/2/1996 Last Report Filed: 4/4/2022 Type: Business Corporation

Registered Agent(s)

Agent: TODD DELAUNE Address 1: 120 E THOMAS STREET City, State, Zip: HAMMOND, LA 70401 Appointment Date: 5/31/2012

Officer(s)

Additional Officers: No

Officer: TODD DELAUNE Title: President Address 1: 120 E THOMAS STREET City, State, Zip: HAMMOND, LA 70401 Officer: REGINA DELAUNE Title: Director Address 1: 120 E THOMAS STREET City, State, Zip: HAMMOND, LA 70401

Amendments on File (1)

Table with 2 columns: Description, Date. Row 1: Domicile, Agent Change or Resign of Agent, 5/31/2012

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Name	Type	City	Status
TRD HOLDINGS LLC	Limited Liability Company	HAMMOND	Active

Previous Names

Business: TRD HOLDINGS LLC
Charter Number: 43635435K
Registration Date: 10/18/2019

Domicile Address

206 E. THOMAS STREET
 HAMMOND, LA 70401

Mailing Address

206 E. THOMAS STREET
 HAMMOND, LA 70401

Status

Status: Active
Annual Report Status: In Good Standing
File Date: 10/18/2019
Last Report Filed: 12/2/2022
Type: Limited Liability Company

Registered Agent(s)

Agent: TODD DELAUNE
Address 1: 206 E. THOMAS STREET
City, State, Zip: HAMMOND, LA 70401
Appointment Date: 10/18/2019

Officer(s)

Additional Officers: No

Officer: TODD DELAUNE
Title: Member
Address 1: 206 E. THOMAS STREET
City, State, Zip: HAMMOND, LA 70401

Amendments on File

No Amendments on file

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East Side Board of Directors Nominations

The current open DDD seat is for the east side. Only nominations made by eastside business and property owners will be considered. DEADLINE TO NOMINATE: WEDNESDAY, MARCH 8, 2023 @ 5PM.

Per DDD Legislative Authority:

Two members shall be appointed from nominations submitted by property owners subject to the ad valorem tax provided for in Subsection E of this Section, or who are licensed business owners within the district. Nominations shall be compiled separately for the areas east and west of the ICG Railroad tracks, and each such nominee shall be nominated by a minimum of five business owners from within the respective districts before being considered a valid nominee for the Hammond City Council's review.

Eligibility Requirements:

- All taxes and licenses of the nominee as well as the taxes and licenses of those placing the nominee's name into consideration must be current.
- Each member of the authority shall own property in the district, be the owner of a business within the district, or be an officer of a corporation or other business entity owning property in the district.
- Shall be a registered voter of Tangipahoa Parish.

East Side Business/ Property Owner Information (Nominating Party):

Your Name: John Exnicias III

Your Email: John@ExniciasGroup.com Your Phone Number: _____

Your Business or Property Address: 111 N Magnolia St.

Your Business Name (if applicable): _____

Nominee Information:

(Name of Nominee: Todd Delaune

Nominee Email: Todd@RedWhiteBrew.com Nominee Phone Number: 504-579-6224

Why do you feel this nominee would be an asset to the DDD Board of Directors?

Todd is a business owner as well as a building owner in down town. He has an interest from the perspective of a local retailer in continuing to see the growth of the DDD.

Your Signature: [Signature]

Date: 2/28/2023



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East Side Business/ Property Owner Information (Nominating Party):

Your Name: CHANK KINCHEN

Your Email: CHANK@CENAHAMMOND.COM Your Phone Number: 985.634.9191

Your Business or Property Address: 123 S CATE ST

Your Business Name (if applicable): CENA; HAMMOND

Nominee Information:

Name of Nominee: Todd DeLaune

Nominee Email: todd@redwhitebrew.com Nominee Phone Number: 504-579-6224

Why do you feel this nominee would be an asset to the DDD Board of Directors?

Your Signature: CEGKE

Date: 03.01.2023

Chanc Kinchen <chanc@cenahammond.com>
To: Michelle Kendall <kendall_ml@hammond.org>

Wed, Mar 8, 2023 at 10:32 AM

Todd Delaune has become a very important asset to the Downtown community. Not only has he grown an existing business to new levels over 10 years of success that were simply not there previously, he has also opened a second business in downtown after revitalizing a historic building. He has also purchased another major building and completely renovated it to enhance living space in downtown. He has been very vocal when it comes to ideas to bring to downtown to make all businesses succeed. He supports all other downtown venues/businesses. Also having 20 years experience managing a major big box company previously, Todd brings experience not matched by many!

Thanks
Chanc Kinchen

Sent from my Verizon, Samsung Galaxy smartphone
[Quoted text hidden]



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East Side Business/ Property Owner Information (Nominating Party):

Your Name: JOSE VALENCEIA
 Your Email: Jose.Valencia94@Yahoo.com Your Phone Number: 562-706-1487
 Your Business or Property Address: 207 E THOMAS ST
 Your Business Name (if applicable): TACOS & BEER

Nominee Information:

Name of Nominee: Todd DeLaune
 Nominee Email: todd@redwhitebrew.com Nominee Phone Number: 504-579-6224

Why do you feel this nominee would be an asset to the DDD Board of Directors?

Your Signature: 
 Date: 3/2/23 2/27/2023



Michelle Kendall <kendall_ml@hammond.org>

Nomination for Todd Delaune

Jose Valencia <jose.valencia84@yahoo.com>
To: Michelle Kendall <kendall_ml@hammond.org>

Wed, Mar 8, 2023 at 4:25 PM

Todd would be a great asset to the board of directors because he is a well respected, and loved local merchant. Todd has always shared Communication with our business regarding city events and programs. Todd has always been kind to my family and staff, and is someone who I regularly turn to for advise.

Our city needs more leaders like Todd, who unites people, and his business is proof of hard work and dedication. It takes strong character and integrity to operate a business successfully for over 10 years. Our board of leaders should represent local merchants, Todd is someone all merchants respect.

Jose Valencia

Sent from my iPhone

On Mar 8, 2023, at 10:22 AM, Michelle Kendall <kendall_ml@hammond.org> wrote:

[Quoted text hidden]



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- Shall be a registered voter of Tangipahoa Parish.

East Side Business/ Property Owner Information (Nominating Party):

Your Name: JASON WONG

Your Email: JASON.CATE@GMAIL.COM Your Phone Number: 985-340-3891

Your Business or Property Address: 308 S. CATE ST.

Your Business Name (if applicable): CATE ST. SEAFOOD STATION

Nominee Information:

Name of Nominee: TODD DELAUNE

Nominee Email: TODD@REDWHITEBREW.COM Nominee Phone Number: 504-579-6224

Why do you feel this nominee would be an asset to the DDD Board of Directors?

Your Signature: [Handwritten Signature]

Date: 3-6-23



Michelle Kendall <kendall_ml@hammond.org>

Nomination for Todd Delaune

Jason Wong <jason.catestreet@gmail.com>
To: Michelle Kendall <kendall_ml@hammond.org>

Wed, Mar 8, 2023 at 2:51 PM

I think Todd will be a great asset to BOD because he is a small business owner that knows and understands the pulse of downtown Hammond. He supports the downtown businesses and wants everyone to succeed and downtown Hammond to grow.

Sent from my iPhone

On Mar 8, 2023, at 10:20 AM, Michelle Kendall <kendall_ml@hammond.org> wrote:

[Quoted text hidden]



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Eligibility Requirements:

- All taxes and licenses of the nominee as well as the taxes and licenses of those placing the nominee's name into consideration must be current.
- Each member of the authority shall own property in the district, be the owner of a business within the district, or be an officer of a corporation or other business entity owning property in the district.
- Shall be a registered voter of Tangipahoa Parish.

East Side Business/ Property Owner Information (Nominating Party):

Your Name: ROBBY SCATES

Your Email: RSCATES@BERRYLANDINSURANCE.COM Your Phone Number: (785) 318-5800

Your Business or Property Address: 109 S CYPRESS ST

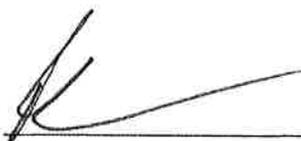
Your Business Name (if applicable): BERRYLAND INSURANCE -

Nominee Information:

Name of Nominee: Todd DeLaune

Nominee Email: todd@redwhitebrew.com Nominee Phone Number: 504-579-6224

Why do you feel this nominee would be an asset to the DDD Board of Directors?

Your Signature: 

Date: 3-1-23



March 13, 2023

RE: DDD Board of Director's East Side Business & Property Owner Seat Appointment

Dear Hammond City Council,

Due to the resignation of DDD Board of Director's member, Frank DiVittorio, who served as the East Side Business & Property Owner Seat, the nomination period for the seat was re-opened on February 22-March 8, 2023. The following are the seat nomination requirements per DDD statute (RS 33:2740.15):

- Two members shall be appointed from nominations submitted by property owners subject to the ad valorem tax provided for in Subsection E of this Section, or who are licensed business owners within the district. Nominations shall be compiled separately for the areas east and west of the ICG Railroad tracks, and each such nominee shall be nominated by a minimum of five business owners from within the respective districts before being considered a valid nominee for the Hammond City Council's review.
- Registered to vote in Tangipahoa Parish.
- Owns property in the district; is a business owner within the district; or is an officer of a business entity owning property in the district.
- All taxes and licenses are current.

Our office receive two eligible nominations for the open seat. Attached are the supporting documents for the nominated for your consideration for appointment. They are presented in order or completed nomination received.

Nominee: Todd Delaune

- Resume
- Evidence of business and/or property ownership in district
- Nominating Parties
 - John Exnicios III – 111 N Magnolia St
 - Cena; Hammond – Chanc Kinchen – 123 S Cate St
 - Tacos & Beer – Jose Valencia – 207 E Thomas St
 - Cate St. Seafood Station – Jason Wong – 308 S Cate St
 - Berryland Insurance – Robby Scates – 109 S Cypress St

Nominee: Russell Mayeur

- Resume
- Evidence of business and/or property ownership in district
- Nominating Parties
 - Blue Sparrow Salon and Spa – Leah Nunez – 506 E Morris Ave
 - Movement Mortgage – Rick Sedberry – 109 E Charles St



- Luma Coffee Roasters – Devin Masters – 125 E Thomas St
- Pedigo Furniture – Aaron Pedigo – 217 S Cypress St
- Anthon Chiropractic Care – George Anthon Jr. D.C. – 105 S Cherry St
- Yeager LaNasa Tauzier LLC – Jon Yeager – 500 E Morris Ave
- John Exnicios III – 111 N Magnolia St

All nominating parties and nominees are current on property tax and sales tax payments (where applicable), as well as current or actively seeking 2023 renewal on 2023 occupational licenses issued by the City of Hammond (where applicable). All nominees are registered voters of Tangipahoa Parish.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Michelle Kendall".

Michelle Kendall
Executive Director

Hammond Downtown Development District
#2 W. Thomas St.
Hammond, LA 70401
(o) 985-277-5683