

MICHAEL G. SCALES, Ed.D.

23307 Bingham Court
Valencia, California 91354

**PROFESSIONAL
EXPERIENCE**

Advantage Marketing, Valencia, California

Founder and President, 1989-Present

The Master's College and Seminary, Santa Clarita, California

Vice President for Advancement, 2005 - Present

Nyack College, Nyack, New York

Executive Vice President, 2000-2003

University of Sioux Falls, Sioux Falls, South Dakota

Vice President for Advancement, 1995-1996

Nyack College, Nyack, New York

Vice President for Advancement, 1989-1993

D.H. Dagley Associates, Atlanta, Georgia

Regional Director, 1986-1989

Senior Consultant, 1985-1986

Director of Admissions, 1984-1985

Agnes Scott College, Decatur, Georgia

Administrative Intern, 1984

Toccoa Falls College, Toccoa Falls, Georgia

Director of Admissions and Registrar, 1979-1984

Senior Admissions Counselor, 1977-1984

Assistant to Vice President for Public Affairs, 1977-1979

Christian County Community Based Treatment Home, Hopkinsville, Kentucky

Manager, Juvenile Counselor, 1976-1977

Sharon Cumberland Presbyterian Church, Herndon, Kentucky

Pastor, 1975-1977

EDUCATION

Ed.D. from The Institute of Higher Education

University of Georgia, 1988

M.A. in Humanities

Western Kentucky University, 1978

Attended Columbia Theological Seminary

B.S. in Bible and Theology

Toccoa Falls College, 1975

Attended Gadsden State Community College

ADVANTAGE MARKETING

President/Owner (Since 1989)

The primary purpose of the company is to serve Christian colleges and their presidents by helping to attract as many students as possible to their campuses. This full service marketing and management firm provides services to Christian colleges. Services include marketing audits and research, personnel searches, "sales" training, "customer service" training, personnel counseling and advising, advertising services, production of promotional literature, software supply for admissions offices, team building seminars, development of direct mail programs, telemarketing training, financial aid consultation, out-sourcing-- a full service, management and marketing firm. General advisor to college presidents. Served approximately 50 colleges and universities.

THE MASTER'S COLLEGE AND SEMINARY

Vice President for Advancement

Advantage Marketing began consulting with The Master's on January 1, 2005. Since July 1, 2005, responsible for enrollment, admissions, marketing, financial aid, alumni relations, public relations, and fundraising. During this period, the staffing and training of these areas was accomplished. Financial aid and pricing models were reviewed and revamped. A proposal for the establishment of "The Master's Foundation" was developed. Advantage Marketing's software was installed in the admissions office.

NYACK COLLEGE

Executive Vice President

While serving as President of Advantage Marketing, also served on the campus of Nyack two weeks per month as Executive Vice President. Nyack College corporately enrolled approximately 3,000 students. The annual operating budget was approximately \$38,000,000.

UNIVERSITY OF SIOUX FALLS

Vice President (*Interim*) for Advancement

Served in this capacity for one week per month while successor was found. Re-organized and re-staffed the office. Established, in consultation with Board of Trustees, a comprehensive *Gift Acceptance Policy*.

NYACK COLLEGE

Vice President for Advancement

Served the President as an advisor and increased funds, friends, and freshmen. Donations and new student enrollment increased. Initiated several new programs to enhance the college's image. For example, established the President's Council with more than 500 members, initiated the *Nyack Magazine*, developed the Nyack Calendar, produced two videos, increased and diversified advertising, and initiated a planned (estate) giving program (A. B. Simpson Heritage Society).

D. H. DAGLEY ASSOCIATES, INC.

Regional Director/Senior Consultant

Served as a senior officer in this full service marketing/management firm that assists colleges by increasing student enrollment and constituency support.

Influenced the overall direction of the company. Attracted new clients and negotiated contracts. Provided professional consultation to various clients around the United States. Led and managed admissions programs at several colleges. Established goals and budgets. Designed, developed, and managed plans and programs. Hired, trained, managed and evaluated personnel. Increased enrollments.

Designed and supervised market research. Designed and managed all company computer systems and related contracts. Planned and conducted company-wide annual conferences. In the final year, 1989, contracted \$3,000,000 of gross business.

NORTH GREENVILLE COLLEGE

Director of Admissions

Served as Director of Admissions at this Southern Baptist College and as consultant for Dagley Associates. Assembled recruiters and office staff. Increased new student enrollment from 265 to 306. Initiated an innovative course for the elderly enrolling 70 additional students. Designed and supervised production of multi-user computer system for admissions offices. Served as consultant for Dagley Associates at several other locations.

AGNES SCOTT COLLEGE

Administrative Intern

As assistant to the President, undertook a review of telecommunications systems and services. Responsible for current system identification and audit, system requirement analysis, and development of specifications and preparation of request for proposals.

Agnes Scott, for a period of time, maintained the relationship on a consulting basis. The system design creatively provided the means for recouping their investment by reselling long distance time. The installation of this project exceeded \$500,000.

TOCCOA FALLS COLLEGE

Director of Admissions and Records (Registrar)

Staffed and supervised admissions and records offices. Processed applications. Established and maintained admissions standards. Recruited students. Represented the college. Trained staff. Conducted public relations and orientation of new students. Evaluated transfer credit.

Continuously reviewed, evaluated, analyzed, and revised recruitment programs. Directed the compilation and publication of the academic schedule. Organized and coordinated registration of students.

Maintained student permanent records. Provided statistical information. Supported graduation certification. Provided transcript service. Certified veterans for benefits. Responsible for maximizing the resources of the office--personnel, time, space, equipment, supplies, and money--to insure efficiency of services.

Senior Admissions Counselor

Created, planned, developed, implemented, and supervised the total student recruitment program. The program consisted of many elements such as: direct mail, telemarketing, one on one counseling, revamping of publications, and advertising. Evaluation and adjustment was an on-going process. Student body grew from 392 in the Spring of 1978 to 665 in the Fall of 1982.

CHRISTIAN COUNTY COMMUNITY BASED TREATMENT HOME

Manager and Juvenile Counselor

Managed the state supported home. Responsible for group and individual counseling with juveniles and their families. Trained and supervised staff. Raised funds and spoke to civic groups. Public relations and administration were chief concerns.

SHARON CUMBERLAND PRESBYTERIAN CHURCH

Pastor

The church more than doubled membership and built an addition to the facility. During this time, it was realized that my talents were in providing leadership and management.

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- Image Assessment for the Church Related College (Doctoral Dissertation).
- Taking Aim (A training manual for college admission counselors).
- The Recruiting Manager (A software package to manage recruiting offices).
- Financial Aid Yield Management (A software reporting system to improve conversion rate of applicants to enrollees).

BOARD MEMBERSHIP

Shell Point Retirement Community, a nonprofit ministry of the Christian & Missionary Alliance Foundation, Inc.

Shell Point is the largest life care community in Florida and the fifth largest in the United States. In 1995, Shell Point was named “Best Retirement Community” by Contemporary Long Term Care magazine, and in 1996 was named one of “The World’s Most Beautiful Retirement Communities” by the Association of Retirement Resorts International. Shell Point is located at 15000 Shell Point Boulevard, Fort Myers, FL 33908.

FAMILY

- Wife, former Susan Lynn DeLany, married June 1975. Met at Toccoa Falls College.
- Daughter, Melinda (27), married to Josh Brookshire. Both Melinda and Josh are graduates of a Christian University.
- Son, Michael (24), married to Kimberly Booker. Michael is an MBA graduate of a Christian University and Kim is also a graduate of a Christian University.
- Daughter, Beth (19), sophomore at a Christian College.
- Son, Curt (14), eighth grade at Santa Clarita Christian School.
- Grandson, Jack (14 months), born to Melinda and Josh.

CHURCH MEMBERSHIP

I grew up in the Christian & Missionary Alliance Church in Gadsden, Alabama. My wife, Susan, grew up in First Alliance Church of Atlanta. We met at Toccoa Falls College. When we later lived in Toccoa, we were members of the Toccoa Alliance Church. Before we moved to Oklahoma, we were members of the Lilburn (GA) Alliance Church for 12 or so years. In California, we attend Grace Community Church (Dr. John MacArthur, Pastor) and have not yet joined. Therefore, we are still members of:

Henderson Hills Baptist Church
3452 South Boulevard
Edmond, OK 73013
Pastor: Dennis Newkirk

Christian Testimony and Family Relationships for Michael G. Scales

Jesus Christ has changed and is changing my life. My goal is to please and glorify Him in my actions and attitudes. I never ask for God's justice for I am, in my own right, unworthy. I do, however, plead for His mercy.

Although I committed my life to Christ as a teenager, it was not until college that I realized that Christianity is not anti-intellectual. In college, Christ-like thinking and living became a way of life--not just an option. Now as a Christian, I have dedicated my mind to think biblically, strive for excellence, preoccupy myself with things that honor and please God, and seek to make every thought captive and obedient to Christ. I strive to demonstrate a balance of God's love and holiness.

I am not as "preachy" as I once was. People have a difficult time trusting words. Therefore, I try to build relationships first. These relationships are built in an atmosphere of openness. I attempt to live so as to teach. Also, however, I am quick to say that I am no one's High Priest. Struggles come my way just as they do for everyone else. God has promised, however, that everything will work together for my good. Therefore, the only thing that can hurt me is my reaction to one of life's circumstances. The Lord has taught me this through both precept and experience.

I am not as self conscious as I once was about making sure that others see Jesus in me. Now, I am concentrating on seeing Jesus in every individual I meet (Matthew 25:40). I want to be kind because everyone I meet is facing some struggle. The greatest joys, for me, are discovered in being responsible and giving of myself to others.

I met my wife, the former Susan Lynn DeLany, at Toccoa Falls College. Susan and I married in 1975. We have four children. Melinda is married to Josh Brookshire. Josh and Melinda have a son and live in Oklahoma City, Oklahoma. Both Melinda and Josh are graduates of a Christian University. Our older son, Michael, received his MBA and his undergraduate degrees from a Christian University. He is married to Kim Booker who is also a graduate of a Christian University. Our younger daughter, Beth, is a sophomore at a Christian College. Our younger son, Curt, is in the eighth grade at Santa Clarita Christian School in California. All major decisions are discussed with the entire family.

Having four children has been a "wonderful" learning experience. They assist me in recognizing my shortcomings as I attempt to be authentic. Every day I learn of a new area in my life that needs improvement.

Finally, while there is no dress rehearsal for life and, therefore, I must take it seriously, I have also learned to laugh at myself. I recognize that God and truth are synonymous. So, He does not need me to defend Him. And someday, He will allow me to stand before His presence blameless with great joy (Jude 24).