

# PEGASUS PLANNING

*futuring from the ground up*

## EDUCATION

Master of Arts, Community and Regional Planning, University of Texas-Austin, 1998

Bachelor of Arts, Anthropology, George Washington University, 1989

## AFFILIATIONS

American Institute of Certified Planners (AICP) No. 016091  
(Member)

Texas Chapter of the American Planning Association (Member)

Urban Renewal Agency of Austin (Board Member)

Chestnut Area Revitalization Corporation (Board President)

Austin Revitalization Authority (past Board Member)

Urban Land Institute (Member)

## SIGNIFICANT PROJECTS

- Downtown Revitalization Plan (Jarrell, TX)
- Economic Development Perception Survey (Louisiana Economic Development Agency)
- Downtown Master Plan (San Marcos, TX - Central TX "Plan of the Year Award", 2008)
- Downtown Master Plan/Feasibility Analysis (Helena, Arkansas)
- Regional Economic Development Plan (Ft Smith, Arkansas)
- Master Plan 1,100 acres (Destin, FL)
- Market Analysis for 4,000 acres (Columbus Properties, Biloxi MS)
- Opportunity Analysis and Land Development Code (Jarrell, TX)
- Economic Development Diversification Plan (Pensacola, FL)
- Economic Impact of Unified Development Code (Kerrville, Texas)
- Southern Tallahassee Neighborhood Redevelopment Strategy (Tallahassee, FL)

## EXPERIENCE

Sean Garretson is the President of Pegasus Planning. He has overseen economic development projects in Texas, Oregon, California, North Carolina, Florida, Oklahoma, Mississippi, Washington, and Arkansas. Mr. Garretson was a principal at TIP Strategies and a senior manager with Angelou Economics (AE) – two of the premier economic development consulting firms in the US. He has managed planning departments at a large civil engineering company and one of Texas' largest utility companies. Mr. Garretson managed community and economic development programs for TX largest utility company and a Council of Government. Mr. Garretson serves on the Urban Renewal Board of Austin, is board president of the Chestnut Neighborhood Revitalization Corporation (a non-profit affordable housing development corporation in East Austin), and is involved in the development of mixed use projects in Central Austin.

## Sean Garretson, AICP

*PROJECT DIRECTOR*



- West Sacramento Economic Development Strategy (West Sacramento California)
- Fiscal Analysis of Comprehensive Plan (Midlothian, TX)
- Corridor Study and Land Plan (Jonestown, Texas)
- Convention Center Feasibility Study (Lufkin, Texas)
- West Sacramento Economic Development Strategy (West Sacramento, CA)
- Business Park Feasibility Study (Pearland, Texas)
- Northwest North Carolina Regional Economic Development Strategy (Winston-Salem, North Carolina) *2003 NADO Innovation Award*
- Charlotte Regional Economic Development Strategy (Charlotte, North Carolina)
- Comprehensive Plan and UDC (Buda, Texas)
- Comprehensive Plan and UDC (Liberty Hill, Texas)
- Economic Development Strategy (Burnet, Texas)
- Wimberley Bypass (RR12) (Wimberley, Texas)
- Houston Toad Habitat Conservation Plan (Bastrop, Texas)

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## EDUCATION

B.A. **BUSINESS/ECONOMICS**, MINOR IN **PSYCHOLOGY**, MAY 2005

*Wheaton College, Wheaton, Illinois*

- GPA: 3.90/4.0
- Received Business and Economics Outstanding Student Award/Scholarship, 2004
- Member of the Wheaton College Scholastic Honor Society, 2005
- Related Coursework: Business Strategy & Analysis, Money and Banking, Macroeconomics, Business Statistics, Management Information Systems, Principles of Finance, Principles of Marketing, Accounting I & II, Intermediate Microeconomics, Microeconomics, Introduction to Law, Persuasion, Social Psychology and Organizational Psychology

**Erin Wingerter**  
**PROJECT MANAGER &  
ANALYST**



## SIGNIFICANT PROJECTS

- Downtown Revitalization Plan (Jarrell, TX)
- Economic Development Perception Survey (Louisiana Economic Development Agency)

## EXPERIENCE

**Pegasus Planning**, 2008 – Present

*Analyst and Project Manager*

- Research demographic and economic trends
- Manage projects and proposals for quality control and client satisfaction
- Manage office, including accounting, information technology, invoicing, and scheduling

**CRA International**, 2007 – 2008

*Analyst and Office Administrator*

- Performed analysis on a number of large cases including an analysis of Cammer factors in a securities class action case involving a fortune 500 office equipment manufacturer
- Worked with corporate marketing team to market CRA's services to nationwide and area attorneys
- Edited expert witness reports for logical consistency, grammar and accurate data
- Organized all details of office move and set up new office from the ground up
- Processed office administrative and executive assistant duties

**ERS Group**, 2006 – 2007

*Associate Consultant and Office Administrator*

- Performed economic analysis including creating and formatting excel spreadsheets with data from SEC filing and other data sources
- Organized case documents by creating document indices, summarizing documents, boxing documents, and creating document and report binders
- Created office organizational system for office paperwork, supplies, case setup information, and employee files
- Worked with corporate marketing team to create practice area marketing pages and coordinate marketing events and sponsorship events as well as networking with lawyers at such events
- Liaison for administrative matters between Austin office and corporate office in Tallahassee
- Conducted searches on LexisNexis and similar search engines for legal documents and news articles

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## EDUCATION

Master of Arts in Geography/GIS, University of Denver, 1997  
Bachelor of Arts, Geography/Natural Resource Management,  
University of Texas at Austin, 1995

## AFFILIATIONS

American Institute of Certified Planners (AICP Member)  
Texas Chapter of the American Planning Association (Secretary)

## SIGNIFICANT PROJECTS

- Land Development Code (City of Jarrell, TX)
- Growth Projection and GIS Mapping (Hill Country Alliance, TX)
- Envision Brenham Comprehensive Plan (City of Brenham, TX)
- Development Regulations Update (City of Bastrop, TX)
- Recruitment Readiness Training (City of Cuero, TX)
- Comprehensive Plan (City of Johnson City, TX)
- Tourism Assessment and Strategic Plan (Burnet County, TX)
- Zoning Ordinance (City of Palacios, TX)
- Comprehensive Plan (City of Blanco, TX)
- Target Business Analysis (City of Hutto, TX)

## EXPERIENCE

Mr. Holtkamp began his career working with Geographic Information Systems (GIS) at the City of Loveland, Colorado. He moved back to Austin in 1999 and began working at the Lower Colorado River Authority as a GIS Analyst. In 2001 he transferred to the Community and Economic Development department and began work in community planning.

Since 2001 Mr. Holtkamp has led the development of Comprehensive Plans for a number of cities throughout the Central Texas region. These plans address land use, economic development, housing, downtown revitalization, historic preservation, and community development. The plans are based on a thorough community input process to ensure they reflect the priorities and concerns of the citizens. Plans incorporate elements of new urbanism and smart growth seeking to protect the rural character of communities and minimize sprawl. GIS is used extensively throughout the planning process to provide additional analysis and mapping to the process.

In addition to his planning experience, Mr. Holtkamp has been involved with many economic development projects including Target Industry Analyses, business recruitment training, tourism assessments, and strategic planning. These projects provide communities with the information they need to develop sustainable local economies.

Mr. Holtkamp has a BA in Geography from the University of Texas at Austin, and his Masters in Geography from the University of Denver. He received his AICP Certification in May 2006.

## Chris Holtkamp, AICP

*PLANNING AND MAPPING*



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Jeff Erramouspe is a marketing and entrepreneurship consultant residing in Austin, TX, with roots in the San Joaquin Valley. In addition to his current advisor role to Pegasus, Jeff is also Vice President of Market Development at Digby/30 Second Software, an early stage mobile commerce platform provider, where he has responsibility for growing the business in new strategic markets.

## Jeff Erramouspe ENTREPRENEURSHIP EXPERT



In 2006-2007, Jeff consulted with the Western Arkansas Workforce Investment Board and the Fort Smith Regional Chamber of Commerce to lead the implementation of their economic development plan. Jeff organized the community to implement the plan, provided strategic guidance on the marketing plan and the development of the “Greater Fort Smith Region” brand, and led the establishment of the Innovation and Entrepreneurship Center at Fort Smith (IEC). In addition to the implementation project, Jeff was contracted by the Fort Smith Regional Chamber of Commerce to act as interim Executive Director of the IEC. In this capacity, he conducted all start-up activities, including establishing the initial corporate structure and board, conducting fund raising activities, establishing the mission and objectives of the Center, and establishing the initial brand identity. This assignment was completed in May, 2007 when Jeff recruited a full-time Executive Director for the Center.

Prior to his consulting practice, Jeff was an experienced entrepreneur and marketing executive with a successful track record of launching businesses and products. His experience includes raising venture capital, forming and growing management teams, developing, launching and selling new products, and coaching and teaching aspiring entrepreneurs.

In January of 2001, he co-founded Deepfile Corporation (now called StoredIQ), a leading provider of file management solutions for corporate compliance. During his tenure as CEO of Deepfile, the company raised \$4M in venture capital and angel funding, delivered leading file management products to the market, and secured the company’s initial customers. Prior to founding Deepfile, he was a venture fellow at AV Labs, the seed-stage fund associated with Austin Ventures, where he provided executive leadership to several portfolio companies. During this period, Jeff was recruited by the Foundation for Entrepreneurial Excellence to be an adjunct professor for entrepreneurship at the University of Texas Graduate School of Business. He was ranked as one of the top teachers in the business school.

Jeff was the former vice president of marketing for Vignette Corporation, the leading provider of content management and e-relationship management solutions. While at Vignette, he developed company and product positioning that established Vignette as the leading provider of content management solutions. Jeff came to Vignette after a successful executive management career at Compaq Computer Corporation, where he was responsible for the server/systems management software business.

Jeff began his career at NCR Corporation after earning a Bachelor of Arts degree from the University of California at San Diego in Management Science. Jeff is an experienced public speaker and has presented at numerous conferences and conventions, including developing and teaching the entrepreneurial development course for the IEDC.