

Timothy M. Romero



Tim Romero is the Regional Vice President of Enterprise Holdings, Inc. based in Knoxville, Tennessee. Tim has spent nearly 29 years with Enterprise Holdings, Inc. and has a demonstrated history of working in the leisure, travel & tourism industry. Skilled in Negotiation, Sales, Team Building, Management, and Account Management. Strong business development professional with a Business Administration focused in Business from University of Louisiana at Lafayette. Also, Tim Romero's professional achievements as Regional Enterprise Holdings include:

- Complete oversight of all aspects of rental operations including marketing/sales, employee development, business management, fleet, remarketing, recruiting, loss control and maintenance
- Responsible for training/development of 200+ employees across 33 rental locations
- Effectively implemented cost control measures to reduce overall operating costs to one of the lowest in the company
- Negotiated and successfully took over multiple dealer loaner car programs
- Exceptional Achievement Award Winner for 2009, 2010, and 2011. An award which recognizes top performance in daily rental operations
- President's Award Winner for 2009, 2010, 2011, and 2014 which recognizes the top regional performers in profit, growth, customer service and overall excellence in operations.

Tim and his wife Wendy have made their home in the Knoxville area and thoroughly enjoy the beautiful lakes and mountains of East Tennessee. Also, Tim and Wendy take time each year to participate in a variety of outdoor activities with their children: TJ, Josh and Megan Elizabeth.

Community Service

Over the past 29 years as Regional Vice President for Enterprise Holdings, Inc. in Knoxville Tim Romero has recorded numerous community service activities to his resume. However, in 2003 as a relatively new member of the Knoxville Area Urban League Board, Tim Romero presented an innovative plan to Phyllis Nichols, President & CEO of the KAUL and the KAUL Board to revitalize the **"Shoes for School"** program. Essentially, Tim Romero and the employees of Enterprise Holdings, Inc. would match dollar for dollar the amount of funds generated by the Board. Also, Tim called for other businesses and corporations to follow the lead of Enterprise Holdings, Inc. in order to "grow the funding" of the program. Thus, in 2003 Tim Romero was the driving force that led to the expansion and popularity of the **"Shoes for School"** program implemented by the Knoxville Area Urban League. **"Shoes for School"** is an annual back-to-school event that provides new shoes and school supplies for more than 1,500 area children. Each spring, the Knoxville Area Urban League works with other non-profit agencies to identify and register children age 5-12 who most need the help. Purchasing shoes and school supplies for over 1,500 children is a big undertaking, but seeing the delight on the kids' faces and knowing that providing these basic necessities helps them feel more comfortable and confident with their peers makes it all worthwhile.

Last year and despite concerns over the COVID-19 pandemic, the Knoxville Area Urban League arranged for delivery or pickup of more than 1,500 pairs of new tennis shoes and 3,000 backpacks full of school supplies, including masks, in coordination with nonprofit partner agencies. Shoes are pre-ordered by participating agencies who sign up families in need. Each year, thousands of kids ages 5-12 also attend the event to gather needed school supplies. The new event format ensured the children and their

families could receive both shoes and supplies in a safe manner. The Knoxville Area Urban League delivered boxes of shoes to participating agencies with storage space; other recipients picked up their shoes and supplies packaged “to go” at a designated location set up for social distancing. Support from the Tennessee Valley Authority, Covenant Health, Enterprise Holdings, Inc. and community sponsors allowed the Knoxville Area Urban League to be able to continue the vital **“Shoes for School”** program in 2020. Also, given the decline of new COVID-19 infections and the ease of health protocol by the Center for Disease Control and the Knox County Health Department, the Knoxville Area Urban League is optimistic about returning the **“Shoes for School”** program to Caswell Park in East Knoxville.

For the past 18-years, the **“Shoes for School”** program sponsored by the Knoxville Area Urban League has been one of the most impactful and important community service programs for low income, inner-city children in the Greater Knoxville Area. It is estimated that more than 25,000 children have benefitted immensely from receiving free tennis shoes, school supplies, backpacks and food & drink and the program grows in popularity and size each year. Although the Knoxville Area Urban League deserves 100 percent of the credit for the professional implementation of such a large program in August each year, it should not be overlooked that Tim Romero and Enterprise Holdings, Inc. are due great credit for proposing innovative changes to the program 18-years ago. However, Tim Romero did not stop there. In recent years, Tim worked with Phyllis Nichols to expand the **“Shoes for School”** program to the Chattanooga Urban League. And, Tim Romero is making plans to present this program to the Tri-Cities areas with an eventual goal of expanding the **“Shoes for School”** program to the entire East Tennessee region. Therefore, in recognition for his vision, leadership and belief that all school age children should have new shoes and adequate school supplies when starting school each year, the Beta Theta Boule’ is honored to present the **2021 “Fatherhood Excellence Award”** to Tim Romero.