



## HSVPOA Welcomes New Controller, Karl Russ

### Description

At the March 16, 2022 Board Meeting, HSVPOA General Manager, Kelly Hale, will introduce the new Controller, Karl Russ. Mr. Russ began employment with the POA on March 8th, 2022, and is replacing Coreena Fetterhoff, whose last day with the POA will be March 17.



**Gail and Karl Russ**

Karl Russ, a graduate of the University of Texas at Arlington (BBA – Accounting) and a CPA certificate holder, honed his accounting, management, and business skills after serving many years in various roles and industries from oil and gas, sports media, software development, and consumer products. For the past 16 years, Karl served as Controller and CFO for Smith’s Consumer Products, a local Hot Springs business that sold various outdoor products worldwide. During Karl’s time with Smith’s, he helped the company achieve sales growth of over 300%. All this was accomplished with his eyes on

continuous process improvement, implementation of key system initiatives, and cost-cutting measures to improve profits.

Karl is currently serving on the HSV Finance and Planning Committee where he gained knowledge of the budgeting process, financial reporting, and policy development, enabling him to hit the ground running. Karl believes in team building, transparency, keeping a close eye on expenses, and exceeding service levels to the members of the community.



**The Russ's Furbaby, Bogey**

Karl and his wife Gail originally moved to the Village in 2005 and recently moved back to Hot Springs Village after a four-year work-related relocation to Nashville, Tennessee. Karl, Gail, and their Scottish Terrier, Bogey, enjoy boating on Lake Balboa and hiking on the Village trails. Often times you'll also find Karl on the pickleball courts.

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