

00-C -1101

(Do Not Write Above This Line)

A Communication by Council President Robb Pitts:

Appointing Ms. Leslie Breland to serve as a member of the Atlanta Commission on Women; scheduled to begin on the date of Council confirmation.

CONFIRMED BY
AUG 07 2000
COUNCIL

- CONSENT REFER
- REGULAR REPORT REFER
- ADVERTISE & REFER
- 1st ADOPT 2nd READ & REFER
- PERSONAL PAPER REFER

Date Referred 7/17/00
 Referred To: Council
 Date Referred _____
 Referred To: _____
 Date Referred _____
 Referred To: _____

First Reading

Committee _____
 Date _____
 Chair _____
 Referred to _____

Committee _____
 Date _____
 Chair _____
 Action: _____
 Fav, Adv, Hold (see rev. side) _____
 Other: _____
 Members _____
 Refer To _____

Committee CO C
 Date 8/7/00
 Chair Mable Thomas
 Action: _____
 Fav, Adv, Hold (see rev. side) _____
 Other: _____
 Members Wanda...
...
...
...
...

Committee _____
 Date _____
 Chair _____
 Action: _____
 Fav, Adv, Hold (see rev. side) _____
 Other: _____
 Members _____
 Refer To _____

Committee _____
 Date _____
 Chair _____
 Action: _____
 Fav, Adv, Hold (see rev. side) _____
 Other: _____
 Members _____
 Refer To _____

FINAL COUNCIL ACTION
 2nd 1st & 2nd 3rd
 Readings
 Consent V Vote RC Vote

CERTIFIED

CERTIFIED
 AUG 7 2000
 ATLANTA CITY COUNCIL PRESIDENT
Robb Pitts

CERTIFIED
 AUG 07 2000
Robb Pitts
 MUNICIPAL CLERK

MAYOR'S ACTION



00-C-1101

ATLANTA CITY COUNCIL

ROBERT L. (ROBB) PITTS
PRESIDENT

July 17, 2000

55 TRINITY AVENUE, S.W.
SUITE 2900
ATLANTA, GEORGIA 30335
TELEPHONE
(404) 330-6035
FACSIMILE
(404) 658-7551

The Honorable Able Mable Thomas
Chair
Committee on Council
Atlanta, GA 30335

Dear Ms. Thomas:

It is a pleasure for me to appoint Ms. Leslie Breland to serve as a member of the Atlanta Commission on Women. This appointment is scheduled to begin on the date of Council confirmation.

I am certain that Ms. Breland will serve this commission with distinction. I have attached her resume for your review.

I urge your confirmation of this appointment.

Sincerely yours,

Robb Pitts, President
Atlanta City Council

Enclosure

LESLIE J. BRELAND
 1936 Wildwood Place, NE
 Atlanta, Georgia 30324
 (404) 878-2701

SUMMARY

More than 20 years as a skilled professional promoter and communicator. Have facilitated a variety of environments with particular expertise in marketing, advertising, public relations and media communications.

PROFESSIONAL EXPERIENCE

BRELAND CONSULTS, Atlanta, Georgia

1988-Present

An independent consulting firm specializing in marketing and public relations. Most recent account: opening of the Georgia Sports Hall of Fame Museum, Macon, GA.

THE COCA-COLA COMPANY, WORLD OF COCA-COLA, Atlanta, Georgia

1980-1988

The World of Coca-Cola (WOCC) was the Coca-Cola Company's first attempt at creating a museum/attraction open to the public. The 45,000 sq. ft. pavilion utilized more than 1,000 pieces original advertising and memorabilia to trace the century-old history of the world's most famous soft drink. The World of Coca-Cola became the most visited indoor attraction in metro Atlanta.

Manager of Marketing, Advertising and Public Relations, 1980

Responsible for all facets of marketing, advertising and public relations, since its inception, for first ever public company-owned museum/attraction. Initially functioned as a one-person department for seven years.

- Negotiated rates and contracts for all advertising space in more than 50 publications, resulting in savings of \$75,000 to \$100,000 annually.
- Though initial attendance expectations were 400,000 visitors, I was able to consistently average one million visitors per year through innovative marketing and promotional techniques. Performed all public speaking engagements with civic, educational and industry organizations, including Kwanis, Rotary and Optimists clubs, high school marketing classes and hospitality industry organizations such as Meeting Planners International.
- Executed all media inquiries, on-camera and radio interviews, averaging 125 media encounters per year. During 1985-1988 Olympic preparations more than 350 interviews and media contacts generating more than 200 stories. Point-person for all research and inquiries.
- Developed and managed over 250 press-kit and slide information packages yearly for newspapers, journalists, media and other organizations, resulting in the standard used by other corporations. Supervised the creation of 6 minute video used in worldwide presentations communicating the history of Coca-Cola.
- Evaluated and fulfilled all donation requests from civic, educational and religious organizations, averaging 350+ requests per year.
- Coordinated intra-company and cross-market promotions, increasing visitors by 12%.
- Represented WOCC throughout the Coca-Cola system, nationally and internationally.
- As a result of the success of WOCC, I was selected to coordinate all executive videotaping with in WOCC as well as live radio and television broadcasts such as the TODAY Show and Good Morning America.

- more -

LESLIE J. BRELAND

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ATLANTA CONVENTION & VISITORS BUREAU, Atlanta, Georgia 1983-1988
A private non-profit marketing and promotions organization for the city of Atlanta

Director, Central Atlanta Marketing, 1987
National Sales Manager, 1983

- Established and coordinated activities and direction for a new program "Marketing Atlanta to Atlantans," a City of Atlanta initiative inspired by Mayor Andrew Young.
- Co-directed marketing vehicle to coordinate arts, retail and entertainment communities into "Intown Overnights" publishing activities magazine generating 30,000 copies monthly.
- Served as Governmental Liaison to City, County and State governments representing the convention industry. Delivered the Atlanta Bid Presentation to the Democratic National Convention Site Selection Committee (Atlanta was awarded '88 convention).
- Developed and implemented creative plans for selling Atlanta as a convention site, booking more than 300 conventions for City of Atlanta.
- Selected as point-person for media information, television and radio appearances to promote Atlanta.

AVON PRODUCTS, INC., New York, New York 1977-1983
The world's largest beauty and personal care company. Held positions at world headquarters and SE regional office in Atlanta.

Marketing Manager, Special Markets Nationwide, 1982
Division Sales Manager, SE Region, 1979
Marketing Merchandising Planner, 1977

- Developed consumer product marketing plans for special markets, including special sales incentives and promotions nationwide.
- Coordinated content and production of 26 annual selling catalogs, each describing more than 250 company products, resulting
- Responsible for \$10 million sales generated from field sales staff in consumer products.
- Hired, trained, motivated and evaluated 17 District Sales Managers, each one responsible for about 350 Sales Representatives, establishing action plans for sales increases and new market development.
- Developed and utilized training and motivational materials with field staff of 17 District Managers.

EDUCATION

COLUMBIA UNIVERSITY, New York, NY, MBA in Marketing & Corporate Relations 1977
NEW YORK UNIVERSITY, New York, NY, BS in Early Childhood Education 1975

AFFILIATIONS

- Current and former Board of Directors memberships:
- Ga. State University, Cecil B. Day School of Hospitality Administration (current)
 - Public Relations Society of America - Georgia Chapter (current)
 - Alliance Theater (6 years, Marketing and Public Affairs committee)
 - The Atlanta Ballet (5 years, Marketing and Audience Development)
 - The APEX Museum (7 years, Marketing, Membership and Fund Raising)
 - Ga. Association of Museums and Galleries (1 year)
 - Ga. Council for International Visitors (2 years)
- Leadership Atlanta Class of 1986 and Executive Committee (9 years, various committees)
Member 1989 Mayoral Transition Team, City of Atlanta
Various arts and civic organizations fund-raising committees

RCS# 2155
8/07/00
4:10 PM

Atlanta City Council

Regular Session

00-C-1101

Appoint Leslie Breland to Atlanta
Commission on Women
Adopt/*CONFIRM*

YEAS: 11
NAYS: 0
ABSTENTIONS: 0
NOT VOTING: 4
EXCUSED: 0
ABSENT 1

Y McCarty	Y Dorsey	NV Moore	Y Thomas
Y Starnes	Y Woolard	Y Martin	B Emmons
NV Bond	Y Morris	Y Maddox	Y Alexander
Y Winslow	NV Muller	Y Boazman	NV Pitts

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