



CITY OF ATLANTA

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SHIRLEY FRANKLIN
MAYOR

02-C -0748

April 29, 2002

President Cathy Woolard and
Members of Atlanta City Council
City Hall, Suite 2900 South
68 Mitchell Street SW
Atlanta, Georgia 30335

RE: Reappointment to One Stop Capital Shop Board

Dear President Woolard and Members of the Council:

It is a pleasure for me to reappoint **Noble Benefield** to serve as a member of the **One Stop Capital Shop Board** of the City of Atlanta. This reappointment is for a **term of one (1) year and does not require Council Confirmation**, and thus, is scheduled to begin on the abovementioned date.

I am confident that Mr. Benefield will serve the One Stop Capital Shop Board with distinction. A resume is attached for your perusal.

Sincerely,



Shirley Franklin

Enclosures

RESUME**NOBLE L. BENEFIELD**

Post Office Box 1
Lithonia, Georgia 30058
770-269-1906

OBJECTIVE: To obtain an executive level position in the area of economic/community development utilizing my business development, organizational and management skills towards the development of specific strategies which lead to measurable results and meets organizational goals.

EDUCATION & TRAINING

1971 Bachelors of Arts, Business Administration, Morehouse College, Atlanta, Georgia

Continuing Education/Professional Development Courses in Finance, Real Estate, Law, Economic Development, Small Business Development

SUMMARY OF SKILLS

20+ Years of Economic Development /Small Business Development Experience at an Executive Level
20+ Years Grants and Contract Administration Experience
20+ Years Loan and Business Development Experience
20 + Years Supervision and Management Experience
20 + Years Financial Forecasting, Strategic Planning, Concept Development Experience

PROFESSIONAL EXPERIENCE**1995 - Present Business Consultant**

Serves as an independent consultant to various organizations for private and public economic development projects, inclusive of the development of business and financial plans, strategic planning, business evaluations & analysis, grant writing, presentations to governmental entities for zoning and ordinance issues and /or negotiations with prospective lenders or appropriate funding entities.

1993 - 1995 Executive Director, Augusta Minority Business Development Center, Augusta, GA

Had overall responsibility to achieve Department of Commerce minority business development contract goals of \$2 Million Dollars in approved small business loan packages per year, and procurement contracts of \$3.6 Million Dollars per year - both goals were exceeded. Responsible for spurring economic development through the creation and support of small businesses in the Central Savannah River areas; through staff, provided management and technical assistance to small businesses and prospective small business owners; maintained resource data base for business community; responsible for the preparation and timely submission of various reports; assigned work loads to staff; reviewed and signed off on submission of all loan proposals; responsible for the development and enforcement of policies and procedures; developed strategies for visibility of Minority Business Development Center, as well as community and business partnerships.

1992-1993 Executive V. President, LaVan Hawkins & Associates, d/b/a Checkus Restaurants, Atlanta GA

Had overall responsibility of setting company goals/objectives and determining business growth & expansion strategies. Oversaw corporate administration inclusive of strategic operations, financial systems management, new store development, real estate management, human resources and risk management. Responsible for the development of an employee ownership program and various community investment and school based initiatives. Company structure was a multi-site operation with over 2500 employees.

1985 - 1992 Vice President/General Manager, Candler Road Redevelopment Corporation, Decatur, Georgia

Under the direction of Board of Directors, was responsible for the development and implementation of community economic development strategies for underdeveloped and distressed communities, which included but was not limited to the development of new businesses, business retention plans, business incentives, creation of small business associations and collaborations. Provided technical assistance to new and prospective business owners; developed relationships and /or partnerships with local, state, and federal agencies, organizations, community groups, etc.

1990 - 1992 Visiting Professor, Georgia Perimeter College (formerly DeKalb College), Continuing Education Program

Taught course on Starting and Operating Your Own Business. Course was designed to provide the basic fundamentals of starting and operating a small business. Course was a 6- week series, with 2 -2 hours days a week. Curriculum was a practical approach, designed for class interaction and exploration. Each student developed a draft business plan over the six-week period.

1980 - 1985 Executive Director, Bedford-Pine Development Corporation, Atlanta, Georgia
Responsible for community and economic development in the Bedford Pine community; analyzed potential investments; completed community's primary objective, which was the development of a community shopping center (Rio Mall-Ponce de Leon). Handled contract negotiations, acquisition of capital, and interfacing with co-developers, city, county, and state governmental entities.

1972 - 1976 Economic Development Specialist, Central Savannah River Area Business League, Augusta, Georgia

Prepared and packaged loans and business and economic development proposals, including commercial and residential development; performed management audits, feasibility studies; developed and implemented training and technical assistance programs for small businesses. Coordinated local, state, and federal funding sources; prepared various reports for management use.

Awards & Recognition

Honored in Corner- Stone Laying Ceremony by St. Paul A.M.E. Church for role in building new sanctuary.

City of Atlanta Renaissance Award for my role as Chairperson of Neighborhood Planning Unit M., 1981

Candler Road Redevelopment Corporation's (CRRC) special recognition by receiving the President's National Award from HUD for retail development., 1987

First President and Co-founder of Habitat for Humanity- DeKalb County, 1989

Chair, Leadership DeKalb, 1990-1991

Chair, Lake Lanier Islands Development Authority, 1991

Governor's Certificate of Appreciation for Outstanding Service-Lake Lanier Islands Development Authority, 1986-1991

State of Georgia Judicial Nominating Committee, 1991-1999

Special Recognition Award - State Bar of Georgia for outstanding work on Judicial Nominating Committee, 1997

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(Do Not Write Above This Line)

A COMMUNICATION

FROM MAYOR SHIRLEY FRANKLIN

A COMMUNICATION FROM MAYOR SHIRLEY FRANKLIN REAPPOINTING NOBLE BENEFIELD TO THE ONE STOP CAPITAL SHOP BOARD

*Filed
5/6/02
w/o objection*

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

Date Referred

Referred To:

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

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

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

MAY 06 2002

ATLANTA CITY COUNCIL PRESIDENT

Catherine W. Woodard

CERTIFIED

MAY 06 2002

MUNICIPAL CLERK

MAYOR'S ACTION