



## CITY OF ATLANTA

SHIRLEY FRANKLIN  
MAYOR

55 TRINITY AVENUE, S.W.  
ATLANTA, GEORGIA 30335-0300  
TEL (404) 330-6100

**02-C -1408**

August 2, 2002

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

**RE: Appointment to the Woodruff Park Board of Directors**

Dear President Woolard and Members of the Council:

It is a pleasure for me to appoint **Dorthey Hurst** to serve as a member of the **Woodruff Park Board of Directors** of the City of Atlanta. This appointment is for a **term of two (2) years**, scheduled to begin on the date of Council confirmation.

I am confident that Ms. Hurst will serve the Woodruff Park Board of Directors with distinction. A resume is attached for your perusal.

Sincerely,



Shirley Franklin

Enclosures

**CONFIRMED BY**  
SEP 03 2002  
**COUNCIL**

123 Luckie St. NW Unit 2408  
 Atlanta, GA 30303  
 Phone (404) 713-1115  
[dorthey.hurst@cingular.com](mailto:dorthey.hurst@cingular.com)

## Dorthey Hurst

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**Objective** To develop long term growth and career opportunities by fully utilizing my sales training, development, management and organizational skills.

**Work experience** **Cingular Wireless**

2001-Present

**Curriculum Designer**

- Responsible for design of Wireless Data Sales Curriculum to all Cingular Wireless Sales Channels including Strategic, Business to Business, Retail, and Indirect.
- Either responsible for the creative through the writing of the training or Project Manage vendors from High Level Design to bring project in on time and within budget.
- Development include Web-based as well as Instructor-led-Training
- Train-the-trainers on completed Instructor-led training

1997 - 2001

**BellSouth Cellular**

**Atlanta, Georgia**

**Corporate Sales Trainer**

- Responsible for preparing, delivering, coordinating and following to completion all assigned sales training and projects for company wide direct sales force
- Work as Subject Matter Expert (SME) with Corporate Designer to keep training on target and up-to-date; in training design for outside and indirect sales channel
- Liaison for Sales Training Department and the Wireless Data Division
- Responsible for approval of Retail Computer Base and On-the-Job Training program
- Responsible for updating final role play in the Retail Program
- Responsible for certifying trainers on BellSouth licensed programs; Train-the-Trainer on all other Instructor Led programs

**Sales and Service Manager**

- Managed and dealt with day to day activities of one of Atlanta's largest and oldest company owned wireless retail stores – test store for new merchandising layout for BML
- Responsible for store promotions to drive community involvement
- Responsible for maintaining budgetary headcount by recruiting and hiring associates at all levels

1990 – 1997

**Constant Communications, Inc.**

**Atlanta, Georgia**

**General Manager (AirTouch Cellular Agency)**

- Created and implemented company's administrative, sales and service procedures; sales training manual
- Created and developed company's reporting system
- Created and developmental force on all advertising and promotional programs
- Negotiated all contracts on behalf of agency
- Managed the day-to-day store operations which included training and developing of sales, service and administrative associates, booking and presenting at trade

shows; telemarketing by having a vast knowledge of the latest equipment and understanding the customer needs

- Liaison between company and AirTouch

**Education**

1973 – 1978      **University of Wisconsin**      **Milwaukee, Wisconsin**  
 Zoology

**Additional  
 Education**

**Dale Carnegie Effective Speaking and Communication**  
**BellSouth Cellular**

- Facilitation Workshop

**Training Generalist – Langevin Classes**

- Instructional Design for New Designers
- Training Needs Analysis
- Instructional Techniques for New Instructors
- 25 Creative Ways to Add Excitement to your Training
- Writing Skills for Trainers

**Center for Effective Performance**

- Analyzing Performance Problems
- Criterion Reference Instruction Workshop
- Instructional Module Development

**Computer Literate**

- Excel
- PowerPoint
- Word
- Access

**Achievement/**

**Volunteerism**

**Volunteerism:**

- Downtown Loft Tour
- Special Olympics
- Sweet Auburn Festival
- President and Board Member of Neighborhood Association
- Friends of the Central Library
- Application Submitted for CASA
- Centennial Park



02-C -1408

(Do Not Write Above This Line)

A COMMUNICATION

BY MAYOR SHIRLEY FRANKLIN

A COMMUNICATION BY THE MAYOR APPOINTING DORTHEY HURST TO SERVE AS A MEMBER OF THE WOODRUFF PARK BOARD OF DIRECTORS OF THE CITY OF ATLANTA FOR A TERM OF TWO (2) YEARS, SCHEDULED TO BEGIN ON THE DATE OF COUNCIL CONFIRMATION.

CONFIRMED BY

SEP 03 2002

COUNCIL

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 \_\_\_\_\_

- CONSENT REFER
  - REGULAR REPORT REFER
  - ADVERTISE & REFER
  - 1st ADOPT 2nd READ & REFER
  - PERSONAL PAPER REFER
- Date Referred 8/19/02  
*Chairman: Shirley Franklin / Members: [unclear] & [unclear]*  
Date Referred C.O.C.

Referred To: \_\_\_\_\_  
Date Referred \_\_\_\_\_  
Referred To: \_\_\_\_\_  
Date Referred \_\_\_\_\_  
Referred To: \_\_\_\_\_

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

CERTIFIED

SEP 03 2002

*Shirley Franklin*  
Mayor

SEP 03 2002

MAYOR'S ACTION