



03- C-0493

CITY OF ATLANTA

SHIRLEY FRANKLIN
MAYOR

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

March 17, 2003

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

RE: Appointment to Keep Atlanta Beautiful Board

Dear President Woolard and Members of the Council:

It is a pleasure for me to appoint **Abbey Mullaney** to serve as a member of the **Keep Atlanta Beautiful Board** 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. Mullaney will serve the Keep Atlanta Beautiful Board with distinction. A resume is attached for your perusal.

Sincerely,

A handwritten signature in black ink that reads "Shirley Franklin".

Shirley Franklin

CONFIRMED BY

APR 21 2003

COUNCIL

Abbey Mullaney

462 N. Highland Ave
Atlanta, GA 30307
(404) 880-0333
abbey.mullaney@awin.com

Professional Experience

BROWNING-FERRIS INDUSTRIES Atlanta, GA

2002-present

Market Development Manager

- Manage municipal contracts for waste and recycling services for over twenty cities and counties
- Execute community and governmental relations plans for the North Georgia District
- Develop and execute future plans for operations with respect to facility siting and marketplace strategy

CLEANEVENT Salt Lake City, UT

2001-2002

Games Services Manager – 2002 Winter Olympics

- Managed recruitment of 400 employees domestically and internationally
- Negotiated sponsorship agreements with suppliers to offset operational budget
- Executed plan for Camp Cleanevent, a temporary housing and transportation solution for employees during the Olympic Games
- Managed client and labor relations in support of a permanent office in Salt Lake City after the Winter Olympics

QUORUM CONSULTING Atlanta, Georgia

2000-2001

President

- Developed brand identity for international clients in the development of new markets in the event industry for environmental products and services
- Formulated corporate partnerships in the development of a vertically integrated solution for closed loop recycling and compost programs
- Designed and executed presentations and strategies for the development of new business opportunities for clients including BFI, Cleanevent PTY LTD, Biocorps, Andersen

CLEANEVENT PTY LTD Salt Lake City, Utah

1997-2000

Program Manager – Cleaning, Waste and Recycling - Phase 1

1999-2000

SALT LAKE CITY OLYMPIC COMMITTEE (SLOC)

- Managed \$5 million budget for services and equipment and developed forecast for all labor and capital needs
- Designed recycling, cleaning and waste management program as well as project management timeline for competition and non-competition venues
- Developed training and education program for SLOC departments, sponsors, local governments and community groups

CLEANEVENT PTY LTD Melbourne, Australia

1998-1999

Market Development Manager/Assistant to CEO

- Developed corporate brand identity through the development of collateral material, including print, online and multimedia for Australia and U.S. operations
- Developed launch and strategic marketing plan for the cleaning and recycling program for the Sydney 2000 Olympics sponsorship
- Successfully executed grant development plan resulting in export market development grants totaling \$350,000 from three separate sources
- Managed all corporate entertainment functions, trade shows, advertisement and public relations associated with event clientele
- Successfully negotiated and launched Cleanevent's first overseas consulting project

BROWNING- FERRIS INDUSTRIES (BFI) Atlanta, GA

1991-1997

Olympics Project Manager/Loaned Executive from BFI

1995-1997

- Authored extensive proposal and successfully negotiated multi-million dollar contract for waste disposal and recycling services, portable toilet services, and medical waste services for the 1996 Summer Olympic Games and the 1996 Paralympic Games
- Designed and managed integrated waste management and recycling system
- Directed a team of 100 people and developed an organizational structure and communications plan for BFI
- Developed management team and organizational structure in Australia for the summer 2000 Olympics

Municipal Account Executive

1992-1995

- Expanded markets for BFI's services by obtaining municipal contracts and assisting with acquisitions of waste disposal companies resulting in a 500% growth in market
- Analyzed capital costs, operational scenarios, and productivity for waste and recycling contracts valued at ten million dollars
- Managed contract negotiations, equipment delivery, public relations campaigns, and political relations for all municipal contracts
- Formulated bid specifications and contract documents for city and county governments

Governmental Affairs Assistant Atlanta, GA

1991-1992

- Coordinated legislative tracking system for six states and analyzed bills affecting the solid waste industry
- Worked with lobbyists and members of the Georgia General Assembly to influence legislation and successfully lobbied for Georgia's first tire recycling law
- Assisted with community affairs planning for South Atlantic Region

Professional Affiliations and Honors

Organizations

Board Member – Park Pride; Board Member – Friends of the Emory Forest; Emory University Alumni Reunion Committee; Georgia Recycling Coalition; National Solid Waste Management Association; Georgia Chamber of Commerce – Legislative Committee; Metro-Atlanta Chamber of Commerce; Habitat for Humanity - Family Selection Committee.

Honors

Consultant on recycling programs for the Sydney 2000 Olympic Committee in Australia and the 2002 Olympic Committee in Salt Lake City, Utah; Speaker at International Waste Expo in Portland, Oregon; Instructor at the GA Recycling Coalition's annual training program.

Education

Emory University Atlanta, GA

Bachelor of Arts in Economics- 1991
Minor Studies in Dance & Art History

Emory University Study Abroad Program

Paris, France - Summer Semester 1990

The American University - Economic Policy Semester

Washington D.C. - Fall Semester 1990

Georgia State University Atlanta, GA

Masters of Business Administration

Part-time student – Degree in 2005

James E. Washington, III

From: Abbey Mullaney [Abbey.Mullaney@awin.com]
Sent: Wednesday, March 12, 2003 11:44 AM
To: James E. Washington, III
Subject: Abbey Mullaney Resume



Abbey Mullaney-Resume
March 20...



Abbey Mullaney.vcf

Dear James,

I am very honored to be a candidate for the board of Keep Atlanta Beautiful. As we discussed, my first involvement with the KAB organization was with Keep Macon Beautiful in my hometown. I have seen firsthand how a successfully run KAB affiliate can contribute to the beauty and success of a city as evidenced by Macon's Cherry Blossom Festival. If appointed I hope to orchestrate similar successes to my second "hometown", Atlanta, GA.

As requested I have attached my resume. If there are any formatting issues with electronic transmittal please let me know and I will provide a hard copy. My mobile number is 678-640-2500 if you have any additional questions.

Very Truly Yours,
Abbey Mullaney

Abbey Mullaney
Market Development Manager
BFI - Atlanta District
404-792-4415
404-792-4477 - fax

James E. Washington, III
Special Assistant to the Mayor
Office of the Mayor
Suite 2400
55 Trinity Avenue, S.W.
Atlanta, GA 30303
404.330.6904 (o)
404.658.6238 f(x)

RCS# 4628
4/21/03
3:31 PM

Atlanta City Council

Regular Session

MULTIPLE

03-C-0489; 03-C-0490
03-C-0491; 03-C-0492; 03-C-0493; 03-C-0494
CONFIRM

YEAS: 12
NAYS: 0
ABSTENTIONS: 0
NOT VOTING: 3
EXCUSED: 0
ABSENT 1

Y Smith	Y Archibong	Y Moore	NV Mitchell
Y Starnes	Y Fauver	NV Martin	Y Norwood
NV Young	Y Shook	Y Maddox	Y Willis
Y Winslow	Y Muller	Y Boazman	B Woolard

MULTIPLE

03-C-0493
(Do Not Write Above This Line)

A Communication by Mayor Shirley Franklin :

Appointing Abbey Mullaney to serve as a member of the Keep Atlanta Beautiful Board of the City of Atlanta. This appointment is for a term of two (2) years, scheduled to begin on the date of Council confirmation.

CONFIRMED BY
APR 21 2003
COUNCIL

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

Date Referred 3/17/03
Referred To: Common Council + CD
Date Referred _____
Referred To: _____
Date Referred _____
Referred To: _____

First Reading
Committee _____
Date _____
Chair _____
Referred to _____

Committee
4/21/03
Refer To
Abbey Mullaney
Members
Refer To

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

4/21/03
Refer To
Abbey Mullaney
Members
Refer To

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

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

CERTIFIED
APR 21 2003
COUNCIL PRESIDENT PROTREM

CERTIFIED
APR 21 2003
MAYOR'S ACTION