



03-C-0488

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  
55 Trinity Avenue, SW  
Atlanta, Georgia 30335

**RE: Atlanta Fulton County Library Board**

Dear President Woolard and Members of the Council:

It is a pleasure for me to appoint **Deirdre Macnab** to serve as a member of the **Atlanta Fulton County Library Board** for the City of Atlanta. This appointment is as the Mayor's Designee and as such is concurrent with the Mayor's Term, and is scheduled to begin on the date of Council confirmation.

I am confident that Mrs. Macnab will serve the Atlanta Fulton County Library Board and the City of Atlanta with distinction. A resume is attached for your perusal.

Sincerely,



Shirley Franklin

Enclosures

## **Deirdre Macnab**

1776 Nancy Creek Bluff  
Atlanta, Georgia 30327  
404-351-1776 phone

### **Experience**

**Member, Board of Education** (August 1998-August 2000) Nashville, TN  
Elected a member of the board of the Metropolitan Nashville Public Schools. The school system had at that time a budget of just over \$400 million, with an enrollment of 68,000 students, and 132 schools. Worked with the Director of Public Libraries in the development of a school linked reading program.

**President, Macnab Marketing** (May 1987-August 2001) Nashville, TN  
Developed and implemented marketing campaigns for companies and organizations in the mid-South area. Campaigns were oriented towards increasing sales, adding new customers, cross-selling new products, and generating sales leads. Presented training seminars for all seven divisions of Ingram Distribution Group, Inc. for marketing and sales managers, as well as Ingram's customers at the ABA (American Booksellers Association) conventions.

**Marketing Executive, Dun & Bradstreet** (1983-1987) New York City, NY  
Initiated and developed direct marketing campaigns for consumer marketing companies such as Citicorp, The Equitable, Avon Products, Eckerd Drug Stores, and BMW Motor Company. Also spent two years at D&B Corporate Headquarters developing financial investment programs, designing marketing databases, and assisting with the assessment of potential acquisition candidates during the course of a financial management training program.

### **Education**

**Columbia University Graduate School of Business**, MBA 1983,  
Marketing and Finance

**New York University**, BA, 1977, Dean's List, History and Political Science

### **Community Service**

Served on board of the Nashville Ballet, Friends of Public Schools, and the Bridge Program (a YMCA program for high school students), worked with several organizations on their marketing programs such as Tennessee Repertory Theater, United Way, Second Harvest Food Bank, Tennessee Environmental Council, Cheekwood Museum.

RCS# 4810  
6/16/03  
1:57 PM

Atlanta City Council

Regular Session

03-C-0488

APPOINTING MS. DEIRDRE MACNAB TO ATL-FUL  
CO. LIBRARY BRD. CONCURRENT W/MAYOR TERM  
FILE

YEAS: 12  
NAYS: 0  
ABSTENTIONS: 0  
NOT VOTING: 2  
EXCUSED: 0  
ABSENT 2

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

03-C-0488

**03-C-0488**

(Do Not Write Above This Line)

A Communication by Mayor Shirley Franklin:

Appointing Deirdre Macnab to serve as a member of the Atlanta Fulton County Library Board for the City of Atlanta. This appointment is as the Mayor's designee and as such is concurrent with the Mayor's term, and is scheduled to begin on the date of Council confirmation.

TABLED BY CITY COUNCIL APR 21 2003  
 TABLED BY CITY COUNCIL MAY 05 2003  
 TABLED BY CITY COUNCIL MAY 19 2003  
 TABLED BY CITY COUNCIL JUNE 02 2003  
 Filed By

- CONSENT REFER Council
- REGULAR REPORT REFERS JUN 16, 2003
- ADVERTISE & REFER
- 1st ADOPT 2nd READ & REFER
- PERSONAL PAPER REFER

Date Referred 3/17/03  
 Referred To: Council + Finlex  
 Date Referred  
 Referred To:  
 Date Referred  
 Referred To:

First Reading		Committee	
Date	Chair	Date	Chair
4/2/03	Deirdre Macnab		
Action Fav, Adv, Hold (see rev. side) Other Members		Action Fav, Adv, Hold (see rev. side) Other Members	
Refer To: [Signature]		Refer To:	

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

CERTIFIED

**CERTIFIED**

JUN 16 2003

ATLANTA CITY COUNCIL PRESIDENT  
 Catherine W. Marshall

**CERTIFIED**

JUN 16 2003

Rachel D. Dunbar  
 MUNICIPAL CLERK

MAYOR'S ACTION