

RCS# 5965  
8/16/04  
3:47 PM

Atlanta City Council

Regular Session

MULTIPLE

04-C-1382 04-C-1383 04-C-1384  
04-C-1385 04-C-1386  
CONFIRM

YEAS: 14  
NAYS: 0  
ABSTENTIONS: 0  
NOT VOTING: 2  
EXCUSED: 0  
ABSENT 0

Y Smith	Y Archibong	Y Moore	Y Mitchell
Y Starnes	Y Fauver	Y Martin	NV Norwood
Y Young	Y Shook	Y Maddox	Y Willis
Y Winslow	Y Muller	Y Sheperd	NV Borders

MULTIPLE



04- C-1386

CITY OF ATLANTA

SHIRLEY FRANKLIN  
MAYOR

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

July 19, 2004

President Pro-Tempore Ceasar Mitchell and  
Members of Atlanta City Council  
City Hall, Suite 2900 South  
68 Mitchell St., S.W.  
Atlanta, Georgia 30303

**RE: Eastside Tax Allocation District (TAD) Neighborhood Advisory Board Appointment**

Dear President Pro-Tempore Mitchell and Members of the Council:

It is a pleasure for me to appoint Dedra Evans to serve as a member of the Eastside TAD Neighborhood Advisory Board in the NPU-M Category for the City of Atlanta. This appointment is for a **term of two (2) years**.

I am confident that Dedra Evans will serve the Eastside TAD Neighborhood Advisory Board with integrity and dedication.

Sincerely,

  
Shirley Franklin

**CONFIRMED BY**

**AUG 16 2004**

**COUNCIL**

CD

**DEDRA F. EVANS**  
[dedra.evans@pharma.novartis.com](mailto:dedra.evans@pharma.novartis.com)

732 Highland Avenue  
Atlanta, Georgia 30312

Telephone/Message:  
(404) 525-1083

*Objective: To work in an innovative and leading pharmaceutical company  
where I can utilize my clinical education background and medical liaison experience.*

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## **EDUCATION**

Mercer University Southern School of Pharmacy, Atlanta, Georgia      May 1996  
*Doctor of Pharmacy Degree*

Morris Brown College, Atlanta, Georgia      May 1989  
*Bachelor of Science, Biology, Cum Laude*

## **EMPLOYMENT**

**Novartis Pharmaceuticals Corporation** – East Hanover, NJ  
*Regional Scientific Associate Director*      Jun 2002 - Present  
*Educational Training Coordinator for ABGHI Team*      April 2003 - Present

### **Primary Responsibilities Include:**

- Establishing, developing and maintaining relationships with influential members of the ABGHI therapeutic area within geography (GA and SC)
- Dissemination and implementation of scientific strategies for designated customers
- Function as regional scientific resource

### **As Educational Training Coordinator, responsibilities include:**

- Scientific Specialty Team (SST) Coordinator of educational training for national ABGHI team
- Strategic planning with Product Team Leaders (PTLs), Area Scientific Director (ASD), Therapeutic Team Directors (TTDs), and Managed Care Health Outcomes Coordinator (MMHOC) to develop training material for team through conference calls, regional and national meetings
- Working with Director of Program Development (DPD) to assist with providing continuing education credit from training workshops

**Mercer University Southern School of Pharmacy** – Atlanta, GA  
*Director, Continuing Education and Professional Affairs*      Jun 2001 – Jun 2002

### **Primary Responsibilities Included:**

- Planning, scheduling and administering all continuing education programs for the school
- Pursuing financial support through grants, gifts, etc. from pharmaceutical companies and other sources to conduct continuing education programs
- Supervising administrative secretary and pharmacy work study students for continuing education department
- Coordinating with the University of Georgia with the implementation of the joint Nontraditional Pharm.D. Program
- Attending pharmacy association meetings throughout the year
- Managing budget for the continuing education department
- Assisting students in obtaining intern experience

**Solvay Pharmaceuticals, Inc. - Marietta, GA**

*Medical Liaison - Women's Health*

Dec 1996 – Oct 1998

*Senior Medical Liaison - Women's Health and Gastroenterology*

Oct 1998 – May 2001

**Primary Responsibilities Included:**

- Establishing, developing, and maintaining a high degree of rapport with selected national and international thought leaders
- Excelling and assisting in management and/or scientific responsibilities including:
  - mentoring/coaching new medical liaisons;
  - developing scientific support material;
  - miscellaneous administrative activities
- Providing advanced medical/technical knowledge for Solvay field sales forces through creation of presentations
- Supporting managed care sales efforts by providing advanced product, medical and research data for use in sales activities; making presentations as appropriate to formulary committees or other decision-makers
- Encouraging publications and specific meeting presentations related to company's therapeutic areas of interest
- Optimizing the communication between selected thought leaders and company's Research and Development
- Participating in planning of regional speaker programs and ensuring effective utilization of selected thought leaders
- Spearheading the planning and implementation of local and regional symposia and round table discussions
- Participating in strategic planning to significantly improve corporate presence and enhancing future competitiveness

**PROFESSIONAL ACTIVITIES**

Student National Pharmaceutical Association, 1991 - 1995

Academy of Managed Care Pharmacy, 1995 - 1996

National Osteoporosis Foundation, Dec 1996 – present

American Gastroenterology Society, January 2001 – present

Georgia Pharmaceutical Association, May 2001 - present

**COMMUNITY ACTIVITIES**

Bond Federal Credit Union – Board Member, 2000 – present

Personnel Committee Member – 2004

Ben Hill United Methodist Church – Church Secretary, 2002 – present

Member, Fourth Ward Neighborhood Association

**LICENSE**

Registered Pharmacist - State of Georgia, July 1996 (License Number 18732)

**REFERENCES**

Available Upon Request

04-C-1386  
 (Do Not Write Above This Line)

A COMMUNICATION  
 BY MAYOR SHIRLEY FRANKLIN

A COMMUNICATION APPOINTING  
 DEDRA EVANS AS A  
 MEMBER OF THE EASTSIDE  
 TAD NEIGHBORHOOD ADVISORY  
 BOARD IN THE NPU-M CATEGORY  
 FOR A TERM OF TWO (2) YEARS.  
 EFFECTIVE UPON  
 COUNCIL CONFIRMATION.

CONFIRMED BY

AUG 16 2004

COUNCIL

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

Date Referred 7/19/04

Referred To: CD/HR, Common 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

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Refer To

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Committee

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Other

Members

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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)

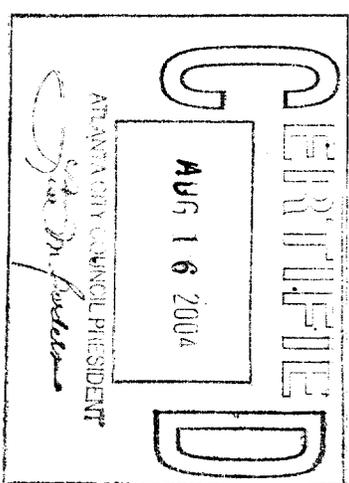
Other

Members

Refer To

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

CERTIFIED



AUG 16 2004  
*Handwritten notes*

MAYOR'S ACTION