



CITY OF ATLANTA

04- C -0723

SHIRLEY FRANKLIN
MAYOR

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

April 14, 2004

President Cathy Woolard and
Members of Atlanta City Council
City Hall, Suite 2900 South
68 Mitchell St., S.W.
Atlanta, Georgia 30303

RE: Taxicabs & Vehicles for Hire Hearing Appointment

Dear President Woolard and Members of the Council:

It is a pleasure for me to appoint Christine Stepp to serve as a Taxicabs & Vehicles for Hire Hearing Officer for the City of Atlanta. This appointment is for a **term of two (2) years**.

I am confident that Christine Stepp will serve the position of Taxicabs & Vehicles for Hire Hearing Officer with integrity and dedication.

Sincerely,



Shirley Franklin

CHRISTINE STEPP

SUMMARY:

Highly motivated individual with knowledge in radio and television production. Possess background in sales, marketing, finance, and supervision. Skilled in budget management, analysis, event planning, and fundraising. Strengths include communications, problem solving, building relationships, and delivering positive results. Proven ability to create business opportunity. Effective in a variety of organizational structures. Entrepreneurial, and action oriented.

EDUCATION:

Atlanta Broadcast Institute, Marietta, Georgia, October 2003
Radio/Television Broadcast, Diploma

Barney Fletcher Schools, Atlanta, GA 2003
Appraiser Training Course

StagedHomes, Inc., Baltimore, MD 2003
Home Staging, Certificate

University of California at Berkeley Extension, Berkeley, California 2001
E-Commerce Business & Technology – Marketing, Certificate with distinction

University of Evansville, Evansville, Indiana
B.S., Communications and Political Science

University of Evansville, Evansville, Indiana
M.B.A

SKILLS:

Control Room Operations: Radio & TV News, Sports, Programming, Sales, and Logging; Avid; Shortcut 360 Editor; Scriptwriting; Copywriting; Radio & TV Production; Project Management; Voice Acting; Tascam BR-2 Stereo Editing Decks; Cool Edit Pro; Orban (Audicy); Mini-disk; Microsoft Windows and Software; Focus; AOL's Advertising Sales Information Systems (ASIS); DoubleClick's DART; Xerox SPIN for Sales; Appraiser; Home Staging

EXPERIENCE:

10/03 – Present

ATLANTA'S V-103 (WVEE-FM), Atlanta, GA

Intern

Work with Director of Sports for Atlanta's V-103 morning show to produce on-air reports including: interviewing athletes, recording and editing audio tracks, and researching and booking interviews with nationally known sports figures. Develop content to maintain up-to-date web page. Support in creation of newspaper. Write and edit copy. Assist in production studio.

9/03 – Present

SQUARED FOOTAGE, INC., Atlanta, GA

Appraiser / Accredited Staging Professional

Perform appraisals and home staging for residential clients to assist in maximizing sales value of property. Work with clients to complete interior redesign of home.

**STEPP RESUME
PAGE 2**

09/92 – Present

Consultant, Atlanta, GA & San Francisco, CA

Produce on-air health talk show for WCLK, a National Public Radio station. Manage and create special events, trade shows, workshops and fundraisers for corporations, community organizations, and non-profit entities nationally. Write scripts, press releases and other marketing materials. Hire talent and vendors; manage hotel and travel accommodations, logistics, volunteers and productions. Solicit in-kind contributions, donations and raise monies.

02/00 – 12/01

CHARLES SCHWAB & CO., San Francisco, CA

Consultant / Sr. Marketing Manager

Managed Renditions 2000, a gala affair that honored the arts and showcased multi-media in two connecting venues attended by over 600 people. Upon completion of assignment, hired as full-time employee. Worked with Schwab's AOL and African American Investor Services teams to develop on and offline marketing campaigns and promotions. Analyzed data and developed content for website, created collateral materials to increase brand recognition.

09/98 – 09/99

VISA INTERNATIONAL, Foster City, CA

Director – Project Management / Director – Financial Planning and Analysis

Designed and executed marketing programs and strategies for e-commerce, chip and commercial card products as part of cross-functional team. Managed business planning and reporting for eight product groups. Coordinated budgetary and financial planning for multiple departments with budgets ranging from \$8 to \$53 million.

02/89 – 09/98

UNITED AIRLINES, San Francisco, CA

Business Manager – Sales and Service / Operational Supervisor – Customer Service / Staff Analyst – Operations / Staff Analyst – Budgets / Inventory Management Planner

Served as region media representative to coordinate and deliver advertising campaign presentations, E-ticketing and other product information. Collaborated in development of recognition program for west region that honored 150 employees annually for outstanding service, safety and teamwork. Identified partners to support and sponsor events to meet community commitment. Directed opening of new west region office. Designed financial models and reports to provide operation and sales profitability and productivity information to senior managers. Provided leadership and direction in matrix management environment for General Managers of Airport Operations, Account Executives and Account Services Representatives in west region. Coached and supervised 50 Customer Service Representatives, evaluated their performance and administered dependability policy reducing division lost time by 3% and surpassing annual goal. Developed multi-million dollar operating budgets and capital plans.

AFFILIATIONS:

Delta Sigma Pi, Alumni; United Way Volunteer Involvement Program, Alumni; United Way Speaker's Bureau, Speaker; 18th Annual Stellar Awards, volunteer; 11th Annual Trumpet Awards, volunteer; 12th Annual Trumpet Awards, Co-Chair; Café Central TV, volunteer

References Available Upon Request

04-C-0723
(Do Not Write Above This Line)

A COMMUNICATION
BY MAYOR SHIRLEY FRANKLIN

A COMMUNICATION APPOINTING
CHRISTINE STEPP AS A
TAXICABS & VEHICLES
FOR HIRE HEARING OFFICER
FOR A TERM OF TWO
(2) YEARS. EFFECTIVE UPON
COUNCIL CONFIRMATION.

First Reading
Committee _____
Date _____
Chair _____
Referred To _____

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

Refer To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

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

Date Referred 4/19/2004

Referred To: PS-LA & C.O.C.

Date Referred

Referred To:

Date Referred

Referred To:

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

CERTIFIED

MAYOR'S ACTION