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CITY OF ATLANTA

SHIRLEY FRANKLIN
MAYOR

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

June 6, 2004

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

RE: Appointment to Workforce Development Board (AWDB)

Dear President Borders and Members of the Council:

It is a pleasure for me to appoint Ralph E. Herrera to serve as a member of the Atlanta Workforce Development Board for the City of Atlanta. This appointment is for a **term of two (2) years**.

I am confident that Mr. Herrera will serve the Atlanta Workforce Development Board with integrity and dedication.

Sincerely,



Shirley Franklin

FILED BY
CITY COUNCIL

JUN 06 2005

• **Ralph E. Herrera**

President and cofounder of Lanza Group, LLC. Prior to launching the Lanza Group in Atlanta, Ralph had a long and successful career in broadcast sales and general management, having risen to the position of Vice President and General Manager of Telemundo's owned and operated television station in San Francisco; KSTS-TV. He has worked in both television and radio, in major markets on both the east and west coasts: San Francisco and Miami. Additionally, he also worked for a short time in San Juan, Puerto Rico. Over the past 13 years he's specialized in the Hispanic market, and has worked for Spanish language television broadcasters Univision and Telemundo, and Spanish language radio broadcaster SBS (Spanish Broadcasting System). His general market experience includes, Cox Radio, WBFS-TV and WDZL-TV all in Miami where he began his career.

Ralph launched his own Hispanic advertising and PR firm after 23 years in the broadcast industry. "I thoroughly enjoy working with new advertisers and marketers to the Hispanic market. Clients, particularly those in the Southeastern part of the country, are now clamoring for guidance and assistance in properly reaching the nation's fastest growing consumer segment. Our teams knowledge and experience in the marketplace, coupled with a network of contacts in the media, creative, research and communication industries offer the perfect springboard for the Lanza Group to provide its clients with quality guidance and direction in the growing Hispanic market". He has introduced numerous advertisers to the Hispanic marketplace including BMW and Carnival Cruise Lines.

He has served on numerous boards, including the San Jose/Silicon Valley Chamber of Commerce, Bay Area STAR and the California Broadcasters Association. Ralph is a graduate of the Radio & Television Broadcasting Program at Brown Institute. He was born in Havana, Cuba and now resides in Atlanta.

The Lanza Group is currently working with a variety of clients throughout Georgia.

Ralph E. Herrera

633 Longwood Drive, Atlanta, Georgia 30305

r-herrera@comcast.net • Business 404.350.0200 • Cellular 404.358.4045 • Home 404.355.8060

OBJECTIVE

Seeking a sales management position with a growth-oriented communications company offering opportunities for advancement and professional development. Proven ability to reach targeted sales goals with a demonstrated track record of new business development and bottom line results.

SUMMARY OF QUALIFICATIONS

Sales and sales management, training, development, negotiation and budgeting. History of developing many lucrative business relationships with advertising agencies and clients. Proven ability to exercise sound business judgment and contribute to profitable operations. Strong communications, motivation, team building, and leadership abilities. Extensive knowledge of both general and U.S. Hispanic advertising and media marketplace. Experience in multiple broadcast markets. Fluent in Spanish.

EXPERIENCE

Lanza Group, Atlanta, Georgia Founder & President, 2002 - Present

Created and launched Lanza Group, LLC Atlanta's premier Hispanic focused advertising and public relations firm. Offer a full range of communications services, ranging from: creative, strategy, media placement and production. Responsible for all aspects of business, especially new business development. Clients include: Atlanta Gas Light Company, Atlanta Beat, Gerber Agri International, and EcoQuest International.

Spanish Broadcasting System / KXJO-FM, San Francisco, California General Manager, 2000 - 2001

Oversaw all areas with an emphasis on sales and new business development. Successfully negotiated and transitioned station from Regional Mexican Spanish language format to English language Clear Channel Communications affiliate. Developed and executed highly successful automotive dealer sales strategies. Cash flow positive within 1st year.

Telemundo Station Group 1992 - 2000

Telemundo / KSTS-TV, San Francisco, California Vice President & General Manager, 1997 - 2000

Responsible for all aspects of day-to-day operations, including: advertising sales, financial performance, news, programming, on-air and off-air marketing and promotions, engineering, and community involvement & outreach. Worked very closely with sales department. Achieved record sales and cash flow results. Substantially increased distribution by negotiated a cable retransmission-consent contract. Also negotiated labor and talent contracts. Managed staff of 75 throughout Northern California.

Telemundo / KSTS-TV, San Francisco, California General Sales Manager, 1994 - 1996

Managed advertising sales and marketing department, including recruitment of sales management and sales personnel. Implemented sales skills training; streamlined operational efficiencies. Substantially increased average unit selling rate, implemented sponsorship and sales/promotional selling. Converted numerous general market advertisers to Spanish language television. Consistently delivered power share results.

**Telemundo / WKAQ-TV, San Juan, Puerto Rico
General Sales Manager, 1994**

Responsible for sales at Telemundo's largest television station. Implemented many U.S. style sales programs and initiatives.

**Telemundo / WSCV-TV, Miami, Florida
National Sales Manager, 1992 - 1993**

Directed national spot sales effort at Telemundo's top domestic television station. Focused on new business creation, targeting general market advertisers. Increased revenue by 34% over previous year.

**Univision Television Group
1989 - 1992**

**Univision / WLTV-TV, Miami, Florida
National Sales Manager, 1992**

Handled national spot sales at Univision's flagship station.

**Univision / WLTV-TV, Miami, Florida
Account Executive, 1989 - 1991**

Serviced and grew major local accounts and agencies with an emphasis on new business development.

Prior Experience:

Worked as an Account Executive/Account Manager for various broadcasters in the Miami / Fort Lauderdale market. Consistently surpassing sales goals; owners/stations/formats included:

Cox Radio - WIOD-AM/WGTR-FM - News-Sports/AOR
Grant Broadcasting - WBFS-TV - Independent start-up
Rainbow Broadcasting - WDZL-TV - Independent start-up
Insilco Broadcasting - WVCG-AM/WYOR-FM - MOR/Beautiful Music
Lew Communications - WRHC-AM - Spanish News-Talk
Gannett Broadcasting - WINZ-AM/WINZ-FM - News-Talk/AOR

PROFESSIONAL MEMBERSHIPS

- Member - Creativity Atlanta, Atlanta, Georgia, Current
- Member - Public Relations Society of America, Atlanta, Georgia, Current
- Board Member - Silicon Valley Chamber of Commerce, San Jose, California, 1999 - 2001
- Board Member - California Broadcasters Association, Sacramento, California, 1998 - 2000
- Board Member - Bay Area STAR, San Francisco, California, 1996 - 1998

EDUCATION

Brown Institute, Fort Lauderdale, Florida

Graduate of the Radio and Television Broadcasting program at Brown Institute.

Miami Dade College, Miami, Florida

Attended Miami Dade College - Business Administration

REFERENCES

Available upon request

(Do Not Write Above This Line) **05 Above 1012**

A COMMUNICATION
BY MAYOR SHIRLEY FRANKLIN

A COMMUNICATION APPOINTING
RALPH E. HERRERA AS A MEMBER
OF THE ATLANTA WORKFORCE
DEVELOPMENT BOARD FOR A TERM OF
TWO (2) YEARS.
NO COUNCIL CONFIRMATION REQUIRED.

*Filed w/objection
by Full Council
6/6/05*

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

Date Referred _____

Referred To: _____

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)

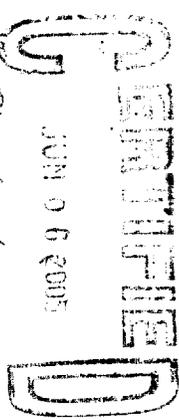
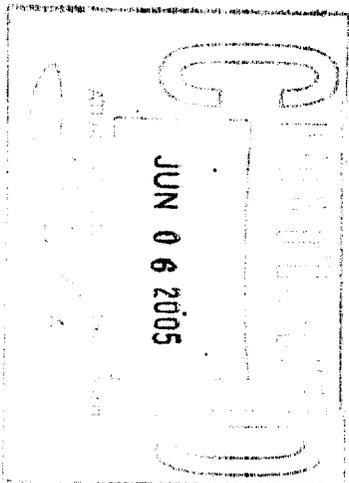
Other

Members

Refer To

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

CERTIFIED



MAYOR'S ACTION