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ATLANTA CITY COUNCIL

MARY NORWOOD
COUNCILMEMBER
CITYWIDE POST 2

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April 25, 2008

The Honorable Felicia Moore, Chair
Committee on Council
55 Trinity Avenue, SW
Suite 2900
Atlanta, GA 30303

08-C-0869

Dear Councilmember Moore:

Please accept Ms. Holly Savannah Ferguson as our appointment to the Urban Design Commission. Ms. Ferguson's address is 806 Marcus Street #23, Atlanta, GA 30316 and her telephone number is 678-644-2572.

As a successful realtor and independent contractor, Ms. Ferguson could without doubt effectively fill the position of our appointee to the Urban Design Commission. She has ample knowledge and experience in real estate, planning and marketing, seen with the numerous awards and distinctions received. She has intensive volunteer experience with the National Trust for Historic Preservation as well as other committees on preservation and realty. Her credentials are attached for your review. I believe she will serve as a valuable asset to the Urban Design Committee.

Sincerely,

Mary Norwood
Councilmember, Post-2 At Large
Atlanta City Council

Howard Shook
Councilmember District 7
Atlanta City Council

Clair Muller
Councilmember District 8
Atlanta City Council

holly savannah ferguson

806 Marcus Street #23 Atlanta, GA 30316 * 678.644.2572(c) *404.497.5610 (efax) * hollysavannah@yahoo.com

Results-driven, self-motivated, high-energy professional capable of delivering multi-million dollar revenues, developing sustainable client relations and implementation of creatively driven sales and marketing strategies. Natural ability to interface with the public and performer of multi-disciplined tasks ranging from client development, database management, master planning, preservation planning, development of architectural design guidelines, graphic design of promotional collateral and marketing materials. Penchant for sustainable development while preserving our natural and built environments.

professional experience

Harry Norman, Realtors ®, Atlanta, GA

2003-current

Realtor® / Independent Contractor

- › Residential real estate sales exceeding \$20 million since 2004.
- › Buyer and Seller representation, liaison with contractors, inspectors, lenders and attorneys
- › Negotiating, writing, and executing solid sales contracts.
- › Responsible for all capacities of running my own business including financial management, marketing, business development, sales, forecasting, and implementation.
- › Specializing in sales, promotion and education of historic properties, intown neighborhoods, associated architecture, related preservation planning initiatives, consultation in community planning initiatives and local planning building codes.

Malone Exhibit Design and Fabrication, Atlanta, GA

1999-2003

Account Manager (2001 – 2003)

- › Successful development of museum client relations in a five-state regional sales territory.
- › Providing consultation to museums towards fundraising, development and execution of permanent museum exhibits.
- › Accountability for a complete sales cycle, as well as direct project management on smaller exhibit projects.
- › Creation, implementation and presentation of RFPs for federal, state and private institutions.

Interpretive Planner (2000 – 2003)

- › Development of exhibition concepts, educational programming, master-planning initiatives, writing of exhibit content and thematic storylines.
- › Troubleshooting exhibit designs to meet education, conservation, and visitor accessibility requirements.
- › Research, documentation and writing for project content, graphics, and artifacts.

Marketing and Sales Coordinator (1999 - 2000)

- › Design, implementation and maintenance of sales and marketing database.
- › Creation, maintenance, and archival of company collateral and job proposals and bids.
- › Artistic direction, creative writing, editing and production of federal, state, and private RFPs, IDIQs and bids.

Colquitt County Arts Center (CCAC), Moultrie GA

1997-1999

Curator

- › Programming, contracting, marketing, installation and de-installation of annual exhibition schedule.
- › Preservation, cataloguing, accessioning of two permanent collections, including 2-D and 3-D works.
- › Design of marketing collateral for annual exhibitions and events.
- › Direction of docent training and museum tours.

Visual Arts Instructor (in affiliation with CCAC, Moultrie GA)

- › Pre-K Art Instructor, Pre-K – 12 in affiliation with the Colquitt County Board of Education
- › Programming and instruction of mixed media classes, Pre-K – 12, CCAC.

education

State of Georgia Real Estate Brokers Licensure	pending
Masters of Arts Degree, Historic Preservation Heritage Preservation Program, Georgia State University, Atlanta, GA (Historic Preservation and Architectural History Tract)	2006
State of Georgia Real Estate Licensure Barney Fletcher School of Real Estate, Atlanta, GA	2003
Bachelor of Fine Arts – Mercer University, Macon, GA Emphasis in Fine Art, Ceramics, Metal Sculpture and Art History	1997

realtor designations & accreditations

SMC, Senior Marketing Consultant - awarded to top sales associates who have distinguished themselves as professionals maintaining outstanding production levels while possessing thorough knowledge representation, finance, contract negotiations and effective marketing. Designees must exemplify personal integrity, tireless and enthusiastic effort on behalf of clients and active roles in industry and community.

ABR, Accredited Buyer Representative - This designation is the benchmark of excellence in buyer representation. It is awarded to real estate practitioners by the Real Estate BUYER'S AGENT Council (REBAC) of the National Association of REALTORS® who meet specified educational and practical experience criteria.

ARS, Accredited Relocation Specialist - This designation is awarded upon completion of specialty relocation coursework to fulfill corporate relocation requests for "trained and qualified" agents who serve transferees to the Atlanta area. Agents must possess tenure with the company and knowledge of Atlanta and surrounding areas, both geographically and historically.

Ambassador, Young Realtors Council, Harry Norman Realtors Associate Broker' Licensure (pending)

awards

Top 14 Agent, Harry Norman, Realtors Intown Office	2007
Top 17 Agent, Harry Norman, Realtors Intown Office	2006
Georgia Planning Association: "Best Planning Document" Cabbagetown Design Guidelines: Development in this Historic Landmark District	2005
Atlanta Board of Realtors \$4, \$5, \$6 Million Dollar Council	2004-2007
Rookie of the Year – Closed Dollar Volume, Harry Norman, Realtors	2004

member & affiliations

National Trust for Historic Preservation, Georgia Trust for Historic Preservation, Atlanta Preservation Center, Atlanta Preservation Center's Advocacy Committee for Historic Preservation, Preservation Directory.com, National Association of Realtors, Georgia Association of Realtors, Atlanta Board of Realtors, Atlanta Million Dollar Club Member for Real Estate Sales, Young Realtors Council-Harry Norman Realtors, Volunteer for Hands On Atlanta, Ultimate Tennis League - Atlanta Chapter

Active participation at the following museum conferences: American Association of Museums(AAM),2002; Southeastern Federation of Museums (SEMC),1999-2004; South Carolina Federation of Museums (SCFM),2001-2002; Tennessee Association of Museums (TAM),2001-2002; Georgia Association of Museums & Galleries (GAMG),1998-2004 / Florida Association of Museums (FAM), 2002

references

- Richard Laub
Director, Heritage Preservation Graduate Program, Georgia State University, (404) 413-6365
- Regina Brewer
Commissioner, Atlanta Urban Design Commission, (404) 273-5486
- Dale Modica
Broker, Harry Norman, Realtors Intown Office, (404) 897-5558

interests

Tennis, architecture, travel, historic preservation, museums, national parks, kayaking & sport fishing.