

10-C-1364

(Do Not Write Above This Line)

A COMMUNICATION
BY MAYOR KASIM REED

APPOINTING JOYA C. DeFOOR TO SERVE AS THE CHIEF FINANCIAL OFFICER (CFO) FOR THE CITY OF ATLANTA; EFFECTIVE UPON CITY COUNCIL CONFIRMATION.

CONFIRMED BY
SEP 07 2010
COUNCIL

CONFIRMED

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

Date Referred 7/19/10
 Referred To: Fin/Exc + COC
 Date Referred _____
 Referred To: _____
 Date Referred _____
 Referred To: _____

First Reading

Committee _____
 Date _____
 Chair John
 Referred To _____

Committee Finance/Exec
 Date 7/28/10
 Chair John
 Action Hold (see rev. side)
 Other _____
 Members Alicia L. Moore
Clarence M. ...

 Refer To _____

Committee Finance/Exec
 Date 9/11/10
 Chair John
 Action Refer to COC
 Fav, Adv, Hold (see rev. side) _____
 Other _____
 Members Joya C. DeFoor
Al ...
...
 Refer To _____

Committee COC
 Date 7/17/10
 Chair Alicia L. Moore
 Action Fav, Adv, Hold (see rev. side)
 Other 1 ccst ...
 Members ...
...
 Refer To _____

Committee _____
 Date _____
 Chair _____
 Action _____
 Fav, Adv, Hold (see rev. side) _____
 Other _____
 Members _____

 Refer To _____

FINAL COUNCIL ACTION

- 2nd
- 1st & 2nd
- 3rd
- Readings
- Consent
- V Vote
- RC Vote

CERTIFIED

CERTIFIED
 SEP 07 2010
 ATLANTA CITY COUNCIL PRESIDENT
...

CERTIFIED
 SEP 07 2010
 Rhonda Daughin Johnson
 MUNICIPAL CLERK

MAYOR'S ACTION



RECEIVED
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MUNICIPAL CLERK
10-1364

2010 JUL 16 PM 1:07

CITY OF ATLANTA

55 TRINITY AVENUE, S.W
ATLANTA, GEORGIA 30303-0300
TEL (404) 330-6100

KASIM REED
MAYOR

CONFIRMED BY
SEP 07 2010
COUNCIL

July 16, 2010

The Honorable Ceasar Mitchell, President and
Members of the Atlanta City Council
55 Trinity Avenue SW
Atlanta, Georgia 30303

Dear President Mitchell and Members of Council:

It is my pleasure to appoint Joya C. De Foor to serve as the Chief Financial Officer (CFO) for City of Atlanta. This appointment will be effective upon City Council confirmation.

De Foor has served as the City Treasurer for the city of Los Angeles since 2001. In that position, she prepared and presented financial and policy recommendations to the Mayor, City Council and department heads on financial issues including public/private partnerships, financial risk management, budget, public finance, capital market developments and emerging regulatory requirements. Prior to her appointment as Los Angeles City Treasurer, De Foor served as the City Treasurer and Revenue Officer for Long Beach, CA. She also worked for several years in various financial capacities for the Los Angeles County Metropolitan Transportation Authority.

De Foor has experience as a senior management consultant for Deloitte and Touche and in accounting and financial operations for Coldwell Banker. She earned her Bachelor of Business Administration from the University of Notre Dame and her Master of Business Administration from the University of Southern California.

De Foor's 20 plus years of public and private sector experience make her exceptionally qualified to serve as CFO. Therefore, I submit her name to you and respectfully urge your confirmation of her appointment.

Sincerely,

Kasim Reed

JOYA C. DE FOOR, CTP
2735 East First Street • Long Beach, CA 90803
(562) 439-0620 Home • (213) 359-6112 Cell
Defoorj@aol.com

SUMMARY OF QUALIFICATIONS

Senior level executive with results-oriented experience and leadership in Public Finance, Project Finance, Cash Management, Budget, Accounting, Organizational Design, Contract Negotiations & Employee Development.

PROFESSIONAL EXPERIENCE

City of Los Angeles, California, City Treasurer

Appointed by the Honorable Richard J. Riordan

January 2001 – present

Prepare and present financial and policy recommendations to the Mayor, City Council, Council Committees, City Controller and department heads on financial issues, including public/private partnerships, financial risk management, budget, public finance, capital market developments and emerging regulatory requirements.

Re-engineered the Office of the Treasurer, including creation of new management and staff positions, implementation of new technologies, and the development of the Department's first strategic plan, website and newsletter.

Manage staff of approximately 40 in four divisions and two independent sections: Accounting, Cash Management (\$55+ billion), Investments (\$7.5+ billion), Debt and Administration, Systems, and Personnel.

Realized annual float savings of \$1+ million from implementation of four controlled disbursement accounts.

Restructured investment program leading Los Angeles to become the 1st city in the United States to hold triple 'A' ratings from Standard and Poor's and Moody's Investor Services.

Managed team producing the Grand Prize winning entry for 2009 Association for Financial Professionals' Pinnacle Award; Managed team producing the Bronze Award winning entry for 2009 Treasury & Risk Magazine's Alexander Hamilton Cash Management Award

City of Long Beach, California, City Treasurer and Revenue Officer

April 1998 – December 2000

Developed strategic goals, objectives, forecasts and budgets for treasury operations, debt administration, assessment/business improvement district administration and the City's defined contribution programs.

Served as the finance project manager for economic development projects, including Queensway Bay, Long Beach Towne Center and Long Beach Plaza.

Executed a financial workout (refunding bonds) for the distressed Long Beach Aquarium, which transferred the facility from private to City ownership.

Member of the finance team that created the Downtown Business Improvement District for enhanced tourist, security, lighting and maintenance activities.

PROFESSIONAL EXPERIENCE (continued)

Los Angeles County Metropolitan Transportation Authority, Interim Treasurer/Assistant Treasurer/Treasury Consultant

February 1992 – March 1998

Managed through team of financial advisors, bond counsel and underwriters MTA's \$4 billion dollar debt portfolio.

Recommended to executive management the structure, type of sale, size and timing of bonds to best support the MTA's capital programs.

Worked with business community and national credit enhancement firm to restructure existing debt in order to create a downtown business improvement district.

Issued the Authority's first forward delivery refunding bond, resulting in over \$25 million in net present value savings.

Provided administrative support for the Authority's three pension plans.

Developed and served as project manager for \$25 million construction mitigation loan program.

Served as Authority's primary liaison with national credit rating agencies, credit enhancement firms, and institutional investors.

De Foor & Associates, Los Angeles, CA, Principal

January 1991 - December 1993

Deloitte & Touche, Los Angeles, CA, Senior Management Consultant

June 1988 – August 1991

Rockwell International, Financial Planning, Anaheim, CA, Analyst (Intern)

Summer 1987

Coldwell Banker, Commercial Group, Los Angeles, CA, Financial Projects Analyst/Accounting Operations Analyst

1984 – 1986

EGS Metro/GEMTEL Partnerships, Los Angeles, CA, Assistant Controller

1983 – 1984

Panhandle Eastern Corporation, Kansas City, MO, Project Manager/Senior Accountant

1978 - 1982

Ford Motor Company, Claycomo, MO, Graduate Management Training Program

1977 – 1978

EDUCATION & CERTIFICATIONS

Doctor of Jurisprudence Candidate

Concord University School of Law, 2002 – 2004

- Passed State of California's First Year Law Students Exam, 2003

Master of Business Administration

University of Southern California, 1988

- Academic Fellow, Consortium for Graduate Studies in Management
- President, Association of Graduate Business Students
- Recipient, Albert T. Quon Award for Community Service

Bachelor of Business Administration - Accounting

University of Notre Dame, 1977

Named to 100 Most Influential People in Finance by Treasury & Risk, June 2009

Certified Government Financial Manager, Association of Government Accountants

Certified Treasury Professional, Association of Financial Professionals

AFFILIATIONS

Association for Financial Professionals

- Judge, Pinnacle Awards 2009
- Member, Government Relations Committee, 2009-present
- Named to AFP Honors Program for 2007
- Named to List of AFP 300 in 2005
- Former Member, Certified Treasury Professional Test Certification Committee

Government Finance Officers Association of the U.S. and Canada

- Co-Chair, Women's Public Finance Network, 2006 - 2008
- Chair, Audit Committee, 2006 – 2007
- Executive Board Member, 2004 – 2007
- Member, Debt Committee, 1999 - 2004

California Municipal Finance Authority

- Member, Board of Directors, 2004 - present

US Bank

- Member, Los Angeles Advisory Board of Directors, 2002 - 2007

Long Beach Museum of Art

- Honorary Trustee, 2009-present
- Member, Board of Trustees, 2000-2008

University of Notre Dame

- Member, Monogram Club

RCS# 526
9/07/10
2:51 PM

Atlanta City Council

REGULAR SESSION

10-C-1364

APPOINT. JOYA C.DEFOORS TO SERVE AS
CHIEF FINANCIAL OFFICER
CONFIRM

YEAS: 13
NAYS: 0
ABSTENTIONS: 0
NOT VOTING: 3
EXCUSED: 0
ABSENT 0

| | | | |
|-----------|--------------|-----------|-------------|
| Y Smith | NV Archibong | Y Moore | Y Bond |
| Y Hall | Y Wan | Y Martin | Y Watson |
| Y Young | Y Shook | Y Bottoms | NV Willis |
| Y Winslow | Y Adrean | Y Sheperd | NV Mitchell |

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