

10-C-1906

A COMMUNICATION BY COUNCILMEMBERS NATALYN M. ARCHIBONG, DISTRICT 5 AND ALEX WAN, DISTRICT 6:

NOMINATING MS. CATHEREN M. WOOLARD TO SERVE AS A MEMBER OF THE ATLANTA BOARD OF BELTLINE INCORPORATED DIRECTORS, SCHEDULED TO BEGIN ON THE DATE OF COUNCIL CONFIRMATION.



- CONSENT REFER
- REGULAR REPORT REFER
- ADVERTISE & REFER
- 1<sup>ST</sup> ADOPT 2<sup>ND</sup> READ & REFER
- PERSONAL PAPER REFER

Date Referred: 11/11/10  
 Referred To: CD/HR + Comm on Council  
 Date Referred:  
 Referred To:  
 Date Referred:  
 Referred To:

Committee \_\_\_\_\_  
 Date \_\_\_\_\_  
 Chair \_\_\_\_\_  
 Referred To \_\_\_\_\_

First Reading

Committee \_\_\_\_\_  
 Date 11/19/10  
 Chair \_\_\_\_\_  
 Action \_\_\_\_\_  
 Fav, Adv, Hold (see rev. side) \_\_\_\_\_  
 Other \_\_\_\_\_

Members \_\_\_\_\_

Refer To \_\_\_\_\_

*[Signature]*  
 Members \_\_\_\_\_  
 Refer To \_\_\_\_\_

Committee \_\_\_\_\_  
 Date 11/15/10  
 Chair \_\_\_\_\_  
 Action \_\_\_\_\_  
 Fav, Adv, Hold (see rev. side) \_\_\_\_\_  
 Other \_\_\_\_\_

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Refer To \_\_\_\_\_

*[Signature]*  
 Chair \_\_\_\_\_  
 Action \_\_\_\_\_  
 Fav, Adv, Hold (see rev. side) \_\_\_\_\_  
 Other \_\_\_\_\_

*[Signature]*  
 Members \_\_\_\_\_  
 Refer To \_\_\_\_\_

FINAL COUNCIL ACTION  
 2<sup>nd</sup>  1<sup>st</sup> & 2<sup>nd</sup>  3<sup>rd</sup>  
 Readings  
 Consent  V Vote  RC Vote

CERTIFIED  
 NOV 15 2010  
 ATLANTA CITY COUNCIL PRESIDENT  
*[Signature]*

CERTIFIED  
 NOV 15 2010  
 Ronald D. Campbell  
 MUNICIPAL CLERK

MAYOR'S ACTION



10-C-1906

Filed

BY

ATLANTA CITY COUNCIL

NOV 15 2010

NATALYN MOSBY ARCHIBONG  
COUNCILMEMBER, DISTRICT 5

5 COUNCIL AVENUE, S.W.  
SECOND FLOOR, EAST  
ATLANTA, GEORGIA 30335  
TEL (404) 330-6048  
FAX (404) 330-6659  
E-MAIL narchibong@ci.atlanta.ga.us

October 19, 2010

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

Dear Councilmember Moore:

Please accept Ms. Catherine Woolard as our appointee to the Atlanta Beltline Incorporated Board of Directors. Ms. Woolard resides in Council District 5 at 490 Hamilton Street, SE, Atlanta, GA 30316 and her phone number is 404-247-9035.

Her credentials are attached for your review. We believe she will serve as a valuable asset to the Atlanta Beltline Incorporated Board of Directors.

Sincerely,

Natalyn M. Archibong  
Councilmember, District 5

Alex Wan  
Councilmember, District 6

## **CATHEREN M. WOOLARD**

490 Hamilton St., SE, Atlanta, GA 30316~404.247.9035~catherenw@aol.com

### **PROFESSIONAL EXPERIENCE**

**CARE, Atlanta, GA**

**April 2008-present**

**Executive Vice President, Global Advocacy and External Relations.** Responsible for executive management of Resource Development, Marketing and Communications, Strategic Partnerships and Alliances, Policy and Advocacy units of a global humanitarian organization.

- Restructured Resource Development team into donor level channels to meet revenue goals during economic downturn
- Launched a new Corporate Partnership team and strategy that raised \$17m within 18 months
- Reorganized Policy and Advocacy unit to raise profile and impact of CARE's participation in global policy issues
- Developed new digital strategy for CARE to increase revenue and drive more engagement with donors, advocates, internal clients and external partners

**PUBLIC AFFAIRS CONSULTANT, Atlanta, GA**

**December 1999-present**

**Clients include the following (partial list):**

- **American Electronics Association.** Serve as legislative representative on technology policy issues at the Georgia General Assembly. Recently led the successful legislative effort to institute a tax credit for employers who institute new telework programs.
- **Georgia Alliance for Tobacco Prevention.** Led successful multi-organizational effort to increase Georgia's tobacco tax. Managed field, press and legislative strategy.
- **Gill Foundation and Gill Action Fund.** Managed political program since 2005 researching and directing donor funds to political races nationwide. Worked with executive director and senior staff to reposition the organization's three to five year strategic priorities.
- **Human Rights Campaign.** Served as consultant to Fortune level corporations on workplace policies on behalf of the organization. Successfully assisted 9 corporations in implementing new equal benefits policies.
- **League of Conservation Voters Education Fund.** Managed regional conservation voter education and voter mobilization program. Supervised conservation voter list enhancement project in South Carolina, Georgia and Florida. Managed multi-state environmental polling project in Florida and Georgia.
- **Metro Atlanta Arts and Culture Coalition.** Created and manage 46 member arts marketing coalition using list data technologies.
- **Planned Parenthood of Georgia.** Serve as legislative representative on health care policy for statewide non-profit organization.

- **Youth PAC.** Served as consultant to PAC board during state assembly elections. Ran two independent expenditure campaigns in targeted races.

**ATLANTA CITY COUNCIL, Atlanta, GA**

**January 2002-April 2004**

**Council President.** Defeated 4 other challengers to become the first woman elected to the position.

**Accomplishments include the following:**

- Lead a successful 3 year campaign to include the Atlanta BeltLine project in the ARC 2030 Transportation Plan which included inclusion in a regional feasibility study using federal funding sources; a commitment for \$22 million on funding for right of way acquisition from Metro Atlanta Transportation formula funds; and over \$1 billion in tax allocation district funds over the next 25 years.
- Developed an energy sustainability program which saved Atlanta taxpayers over \$1 million in energy costs in the first year.

**AMERICAN ELECTRONICS ASSOCIATION, Atlanta, GA December 98-December 99**

**Executive Director, Southeast Council.** Led renewal and repositioning of AEA's regional office by recruiting new corporate board members, meeting membership retention goals and raising membership sales by 30% in first six months. Hosted first AEA SE Financial Conference for technology companies. Organized state public policy committee to advocate technology policies at the Georgia General Assembly.

**iVILLAGE.COM, Atlanta, GA**

**April 1998-November 1998**

**Director of Community Marketing.** Responsible for creating strategic relationships and projects with national non-profit women's and health-related organizations for membership and content development on the number one internet destination for women.

- Relationship with national breast cancer organization (NABCO) resulted in a celebrity chat featuring Duchess of York with 6,500 online participants.
- Negotiated first internet partnership and webcast of Vice President Gore's annual Families Conference.
- Created iVillage Women Vote email postcard voter reminder campaign with League of Women Voters, American Association of University Women, National Partnership for Women and Families, and YWCA of the USA.

**ATLANTA CITY COUNCIL, Atlanta, GA**

**January 1998-January 2002**

**District 6 Councilmember.** Defeated 20-year incumbent and 2 other challengers in first run for elected office to represent northeast Atlanta district.

**SOUTHERN VOICE NEWSPAPER, Atlanta, GA**

**August 1996-March 1997**

**General Manager.** Responsible for business, marketing and editorial functions of a community newspaper with a weekly circulation of 25,000 copies. Managed 12 direct reports including editorial, art and sales staff.

- Led staff team to develop new company mission and strategic plan which inspired newspaper redesign to update image, created new advertising and marketing opportunities and increased circulation by 25%

**HUMAN RIGHTS CAMPAIGN, Washington, DC**

**September 1989-August 1996**

**National Field Director.** (August 1995- August 1996). Director of national advocacy program involving 200,000 members and allied organizations in federal legislative and electoral campaigns.

- Produced a new operational model which allowed for future growth of HRC based on study of leading national non-profits and their organizational infrastructures which led to reorganization of existing board and staff structure, introduction of new strategic team planning process and more effective utilization of management resources.
- Designed and developed over 25 advocacy training programs, including recent session for 60 NGO leaders in Vilnius, Lithuania, which focused on lobbying, campaign strategy, communications, strategic planning and grant proposal consultations.
- Managed national voter registration project that registered over 250,000 new voters in partnership with local organizations in over a dozen states.

**Deputy Director of Public Policy.** (July 1993-August 1995). Managed 12 person, \$1.5 M department including hiring, performance evaluation, program planning and financial management.

- Re-engineered all business processes and staffing structure in federal public policy program to accommodate rapid growth, increase effectiveness and put in place a team that could respond quickly to rapidly changing political scenarios.
- Participated on marketing team to revamp organizational image and develop mission, vision and value statements and ultimately led to new branding identity and redefined programs in place.

**Lobbyist.** (March 1992-July 1993). Senior lobbyist for Southeastern members of the U.S. House and Senate.

- Managed lobbying activities, legislative strategy, national coalition efforts and political communication for federal issue campaigns.

**Southeastern Field Coordinator,** Atlanta, GA. (September 1989-March 1992). Coordinated membership recruitment, advocacy, electoral campaigns and communications for 13 state regions of a national organization.

**U.S. PEACE CORPS VOLUNTEER, Moen, Truk, Federated States of Micronesia**

## EDUCATION

**BA-Psychology**, University of Georgia, Athens, GA  
*Cum Laude, Phi Beta Kappa, Phi Kappa Phi, and Golden Key Honor Societies*

**Graduate Studies-International Economic Development**, University of Denver, Denver, CO  
School of International Studies, 1985-86 *Elizabeth Fackl Fellowship*

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 NOV 15 2010  
 ATLANTA CITY COUNCIL PRESIDENT

CERTIFIED  
 NOV 15 2010  
 Ronald Dampier  
 MUNICIPAL CLERK

MAYOR'S ACTION