ATLANTA CITY COUNCIL

CATHY WOOLARD
PRESIDENT

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MEMORANDUM

02-C-0175

To: All Members of Council

From: Cathy Woolard CMW
City Council President

Re: Buckhead CID Board Appointments

Date: January 22, 2002

It is my pleasure to submit two appointments to the Buckhead Community Improvement District Board.

The first appointment is Councilmember Felicia Moore, as Chair of the Council Finance Committee.

For the second appointment, I am nominating Ms. Lisa Borders, whose resume and biographical information I have attached for your information. She will be replacing Mr. Arthur B. Martin, who has asked to resign.

Thank you.

LISA BORDERS, MHA
BIOGRAPHY

Lisa currently serves as a Senior Vice President with Cousins Properties, Inc. Her duties include government relations, marketing and community reinvestment.

Previously, Lisa worked in the health care arena for over 15 years. She has primarily served the clinician side of the healthcare table. She served as the Chief Administrator for Atlanta Women's Specialists in Atlanta, Georgia and this OB/GYN group was driven to one of the largest in Georgia during her tenure. She also served as VP-Operations for Healthcap Atlanta (Physician Practice Management Company acquired by FPA Medical Management). She was instrumental in negotiating one of Georgia's first "capitated", or fixed price, healthcare contracts.

Lisa also has IT experience having worked with a "bricks & mortar" healthcare technology company that attempted to change to "clicks and mortar" to capture the momentum of the "dot com" mania. This endeavor was ultimately not successful; however, she was instrumental in selling the business, paying off creditors and returning employees back to work in new and financially stable environments.

Lisa has worked in her community primarily focusing on women and children's issues. She serves as a trustee at the Westminster Schools, a director at Saint Joseph's Hospital, a board member of Research Atlanta and President of the Board of Directors of Prevent Child Abuse Georgia. She recruits and interviews students for her alma mater, Duke University, where she also serves on the Board of Visitors.

She holds a Bachelor's Degree from Duke University (Durham, NC) and a Masters of Science in Health Administration from the University of Colorado (Denver, CO). She has one son, Garry, who attends college in Athens, Georgia.

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LISA M. BORDERS
1343 High Falls Court, SW - Atlanta, GA 30311-3661
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Lisaborders@earthlink.net

SUMMARY

A highly motivated, results-oriented, well-rounded team player with over 15 years of experience in corporate development, strategic planning, sales and marketing and operations. Very effective in building strong client relationships. Excellent communications and negotiation skills.

PROFESSIONAL EXPERIENCE

Cousins Properties, Inc., Atlanta, Georgia **2001-Present**
National Real Estate Investment Trust (REIT)
Senior Vice President
Responsible for government relations, marketing and external communications, and charitable contributions
- Enable expedited project timelines by developing and cultivating relationships with government entities
- Facilitate business development through marketing support of corporate divisions
- Enhance corporate image through cohesive, targeted philanthropy and increased employee participation in community service organizations

East Lake Community Foundation, Atlanta, Georgia **2001**
Research Consultant – The Villages of East Lake
Developed retrospective study to quantify economic and social impact of community revitalization project
- Identified key metrics for evaluation of multi-disciplinary project
- Solicited and analyzed pertinent secondary data to demonstrate value of revitalization initiative
- Authored first Annual Report for distribution to current supporters and prospective advocates

Bank of America, Atlanta, Georgia **2001**
Liquidation Consultant – Estate of Caredata.com
Coordinated orderly sale and transition of Caredata.com for secured creditor
- Identified key purchasers for intellectual property and physical assets
- Sold 4 of 5 business units and FF&E within 30 days of Chapter 7 Liquidation date
- Arranged for systematic termination of company benefits programs
- Provided Bank Counsel, Estate Trustee, and bankruptcy court with Caredata.com operational mechanics

CAREDATA.COM, INC., Atlanta, Georgia (formerly Medirisk, Inc.) **1997-2000**
Leading internet syndicator of proprietary databases and decision support tools to the healthcare industry
Executive Vice President & Chief Operating Officer
Devised transition plan of Caredata.com for sale of company
- Served as primary internal preparation agent of Information Memorandum for sale of Caredata.com
- Consolidated synergistic operational units yielding efficiencies and lessening performance disruption
- Developed and executed strategic plan for downsizing of employee base retaining institutional knowledge

Senior Vice President, Corporate Development

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Improved market position by identifying key strategic partners to enhance brand, product depth and quality
- Enhanced product quality by identifying and affecting minority equity partnerships with key healthcare information and services resources
- Formalized criteria and processes for identifying and qualifying strategic alliance partners
- Devised and implemented sales fulfillment and ongoing account management processes for key clients

Senior Vice President, Strategic Sales

Consistently exceeded revenue objectives by identifying, negotiating and implementing strategic partnerships
- Drove key client deals amounting to 70% of company's revenue attainment
- Improved product line breadth by identifying key applications and their respective prospects for Merger & Acquisition team
- Achieved smooth transition by developing a product cross-sell initiative as part of corporate division consolidation
- Created Healthcare Information Center of Excellence by developing "factoid" initiative for distribution through multiple mediums, e.g. internet, trade journals, newspapers, radio

Vice President & General Manager, Reimbursement Solutions
- Improved product line profitability, increased install base and sales revenue by identifying and closing key prospects with minimal sales and operations staff
- Designed and implemented client retention program resulting in improved A/R collections and client satisfaction ratings and reference-ability
- Improved close rate by targeting prospects based on marketplace dynamics and organizational characteristics
- Increased average deal size by implementing consultative selling techniques
- Enhanced data robustness and integrity by implementing and refining data validation and contribution programs

FPA MEDICAL MANAGEMENT, INC. Atlanta, Georgia **1996-1997**

Physician Practice Management (PPM) specializing in management of internal medicine and obstetrics/gynecology practices and networks

Vice President, Operations
- Negotiated capitated contracts with area payers; provided financial, operations and logistics management for OB/GYN network (200 Physicians)
- Provided Utilization Management/Quality Management oversight resulting in establishment of usage of practice protocols throughout network
- Designed and executed network retreats resulting in improved practice-PPM communications and network satisfaction
- Executed progressive operational strategies resulting in network selection as 'evergreen' provider of OB/GYN services

ATLANTA WOMEN'S SPECIALISTS, PC, Atlanta, Georgia **1985-1996**

Metro Atlanta's premier multi-site, women's healthcare medical group with Centers of Excellence in High Risk Obstetrics, Certified Nurse Midwifery and Climacteric (Menopausal) Medicine

Chief Administrator

Responsible for all front and back office functions, as well as physician recruiting and strategic planning
- Developed aggressive marketing campaigns, resulting in 350% increase in revenues
- Accommodated unprecedented practice growth by designing and relocating to new offices (8300+ ft^2)
- Significantly improved operational effectiveness through the identification, selection and implementation of I/T systems for practice automation
- Devised collection procedures that yielded a consistent 90%+collection rate and facilitated the accumulation of $500,000 in Liquid Reserve Assets

LISA M. BORDERS

NATIONSBANK, Atlanta, Georgia **1983-1985**

Account Administrator

Performed discretionary cash management for corporate and institutional accounts

- Exceeded rate of return expectations by identifying and executing investments decisions that met strict standards and limitations
- Successfully passed internal and external audits by maintaining meticulous and well-documented account records

EDUCATION

M.S.H.A., University of Colorado-Denver, Denver, Colorado 1994
B.A., Duke University, Durham, N.C. 1979

PUBLICATIONS & SEMINARS

"The Redistribution of Medical Wealth - Managed Care?", The National Association of Women's Health Professionals 9th Annual Conference, November 10, 1996 (Pre-Conference Institute)

"The Home Front – America's Battle Over Health Care," *Sports & Fitness Magazine*, March, 1995

"A Look At Healthcare Elsewhere - How Other Countries Define The Fittest," *Sports & Fitness Magazine*, February, 1995

"Health Care Reform - Menace or Maestro," *Sports & Fitness Magazine*, January, 1995

"Marketing and Financing a Nurse Midwife Practice," Emory University School of Nursing, Spring, 1995

"Guiding Principles to a Growing Practice," The National Association of Women's Health Professionals 7th Annual Conference, October 24, 1994

CIVIC AFFILIATIONS

St. Joseph's Hospital – Board Member
Duke University
  Member, Board of Visitors
  Member, Alumni Admissions Advisory Committee (AAAC)
  Past National President & Treasurer, Black Alumni Connection (dubac)
The Westminster Schools – Trustee and Education Committee Chair, Board of Trustees
Teach for America – Atlanta Advisory Board Member
Prevent Child Abuse Georgia – Board President, Board of Directors
Regional Leadership Foundation – Board Member and Representative-Class of 2000
Cascades Homeowners' Association – Board Member; Past President

02-C-0175

(Do Not Write Above This Line)

A Communication by Council President Cathy Woolard:

Appointing Councilmember Felicia Moore and Ms. Lisa Borders to the Buckhead Community Improvement District Board.

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

Date Referred 1/22/02

Referred To: Comm on Council/ ~~Finance Executive~~

Date Referred

Referred To:

Date Referred

Referred To:

First Reading

Committee

Date

Chair

Referred to

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

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

FINAL COUNCIL ACTION

☐2nd ☐1st & 2nd Readings ☐3rd

☐Consent ☐V Vote ☐RC Vote

CERTIFIED

MAYOR'S ACTION