02-C-1156
(Do Not Write Above This Line)

A COMMUNICATION

BY MAYOR SHIRLEY FRANKLIN

A COMMUNICATION BY THE MAYOR REAPPOINTING JOHN H. SPARKS TO SERVE AS A TAXICABS & VEHICLES FOR HIRE HEARING OFFICER FOR A TERM OF TWO (2) YEARS, SCHEDULED TO BEGIN ON THE DATE OF COUNCIL CONFIRMATION.

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

Date Referred 6/7/02
Referred To: PS & LA & CDC
Date Referred
Refferred 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 ❑ 3rd Readings
❑ Consent ❑ V Vote ❑ RC Vote

CERTIFIED

MAYOR'S ACTION

02-C-1156

CITY OF ATLANTA

SHIRLEY FRANKLIN
MAYOR

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

June 13, 2002

President Cathy Woolard and
Members of Atlanta City Council
City Hall, Suite 2900
55 Trinity Avenue, SW
Atlanta, Georgia 30335

RE: Appointment as a Taxicabs & Vehicles for Hire Hearing Officer

Dear President Woolard and Members of the Council:

It is a pleasure for me to appoint **John H. Sparks** to serve as a **Taxicabs & Vehicles for Hire Hearing Officer** for the City of Atlanta. This appointment is for a **term of two (2) years**, scheduled to begin on the date of Council confirmation.

I am confident that Mr. Sparks will serve the Bureau of Taxicabs and Vehicles for Hire and the City of Atlanta with distinction. A resume is attached for your perusal.

Sincerely,

Shirley Franklin

Shirley Franklin

Enclosures

John H. Sparks, Jr.
3088 Valleydale Drive, SW
Atlanta, Georgia 30311
Phone (404) 699- 0983

SUMMARY

A seasoned computer sales and management training professional with twenty one years of sales, training, and management development experience. My career in the computer industry began as a Marketing Representative with the IBM Corporation in 1978. In 1986 I was selected to become an Instructor. I possess strong skills in customer satisfaction, design, development, and delivery of training curriculum. My entire career has been consulting with customers, both internal and external, with regards to assessment of their training and development needs.

PROFESSIONAL EXPERIENCE

2000-Present **ATLANTA BOARD OF EDUCATION**
Atlanta, GA.

Teacher, Substitute

As a high school substitute teacher, I have had the opportunity to experience the fulfilling task of trying to make a difference in our teenagers lives. The areas in which I substitute are: Special Education, Business Technology, and Social Science. Interaction with students, other teachers, and school counselors, has made me well aware that the majority of our students want to learn. With this fact in mind, counselors and teachers spend numerous hours in search of ways to set the right environment and achieve personal satisfaction when the student know's that you care.

1999-Present **MACY'S**
Federated Department Stores
Atlanta, GA.

Specialist, Men Suits & Accessories

This is a part-time evening retail sales position.

1994-1999 **COMPUCOM SYSTEMS, INC.**
Computer Reseller and Network/Services Integrator
Dallas, TX

Director, Corporate Education and Training

Upon assuming this position, I was aware that the company was in a growth pattern and I would have a staff of one plus myself to oversee the limited training function that was in place and report directly to the VP of Human Resources. My primary goal was to establish a training program for

our sales force and management training for our rapidly growing management teams. With 47 Sales Branches around the country, this was a task in which I knew I was ideally suited for, and looked forward to. The training was accomplished in different formats, through needs analysis and cost/benefit studies, we determined if the required training should be accomplished in-house, (at our location), at a vendor's location, or at an off-site branch/hotel or region location. Travel to and from locations was budgeted through the training budget. All training programs, vendor, in-house or off-site, were tracked, evaluated and tested if required.

1991-1994 **COMPUTERLAND CORPORATION**
Computer Reseller and Network/Services Integrators
Atlanta, GA

Director, ComputerLand University

A series of corporate acquisitions will follow, and as a direct result of my abilities, I continued to grow with each new organization. ComputerLand acquired the NYNEX Business Centers in 1991, I was chosen as the Director of the university, with a staff of 12. The environment of the Computer Reseller organizations are, in most cases, a mirror of one another, therefore with certain exceptions, their training requirements and agenda's do likewise. Training of personnel is the same, locations within the U.S. does not change drastically, however the difference falls in the training budget.

1986-1991 **NYNEX BUSINESS CENTERS**
Computer Resellers and Network/Services Integrators
Atlanta, GA

Instructor/Manager, Education and Training

After the acquisition of the IBM Product Centers, and as a result of my prior sales accomplishments, I was selected to become a Sales Instructor and relocate to the Business Center Headquarters in Atlanta. The instructor staff was composed of proven leaders in their respective subject matter of sales, system engineering and field engineering, and together we built the Education and Training Department. During 1989 I was promoted to Training Manager, reporting to the Director. A position I held until the Business Centers were acquired by ComputerLand Corporation in 1991.

1978-1986 **IBM CORPORATION**
Computer Manufacturer/Product centers
Hartford, CT

Marketing Representative/Manager

My career in the computer industry began as a Marketing Rep, developing a rural sales territory in Northwestern Connecticut. After one year on quota, I produced the highest revenue ever for a rookie at the Hartford Branch location. I was selected as the "Rookie Of The Year" and qualified for my first "100% Club, an attainment every IBM Salesperson strives to achieve yearly. As a Marketing Rep for the next four years, then promoted to Marketing Manager, I continued to

exceed all assigned goals and qualified for a total of eight consecutive 100% Clubs prior to the acquisition of the Product Centers by NYNEX .

Education: National University, BBA, Business Administration, 1977
Magna Cum Laude

Organizations: United States Marine Corps Association
American Management Association
American Society for Personnel Administration
Development Dimensions International (DDI)
National University Alumni Association