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CITY OF ATLANTA

SHIRLEY FRANKLIN
MAYOR

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

March 17, 2003

President Cathy Woolard and
Members of Atlanta City Council
City Hall, Suite 2900 South
68 Mitchell Street SW
Atlanta, Georgia 30335

RE: Appointment to Keep Atlanta Beautiful Board

Dear President Woolard and Members of the Council:

It is a pleasure for me to appoint **Abbey Mullaney** to serve as a member of the **Keep Atlanta Beautiful Board** of 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 Ms. Mullaney will serve the Keep Atlanta Beautiful Board with distinction. A resume is attached for your perusal.

Sincerely,

Shirley Franklin

Shirley Franklin

Abbey Mullaney

462 N. Highland Ave
Atlanta, GA 30307
(404) 880-0333
abbey.mullaney@awin.com

Professional Experience

BROWNING-FERRIS INDUSTRIES **Atlanta, GA** **2002-present**

Market Development Manager

- Manage municipal contracts for waste and recycling services for over twenty cities and counties
- Execute community and governmental relations plans for the North Georgia District
- Develop and execute future plans for operations with respect to facility siting and marketplace strategy

CLEANEVENT **Salt Lake City, UT** **2001-2002**

Games Services Manager – 2002 Winter Olympics

- Managed recruitment of 400 employees domestically and internationally
- Negotiated sponsorship agreements with suppliers to offset operational budget
- Executed plan for Camp Cleanevent, a temporary housing and transportation solution for employees during the Olympic Games
- Managed client and labor relations in support of a permanent office in Salt Lake City after the Winter Olympics

QUORUM CONSULTING **Atlanta, Georgia** **2000-2001**

President

- Developed brand identity for international clients in the development of new markets in the event industry for environmental products and services
- Formulated corporate partnerships in the development of a vertically integrated solution for closed loop recycling and compost programs
- Designed and executed presentations and strategies for the development of new business opportunities for clients including BFI, Cleanevent PTY LTD, Biocorps, Andersen

CLEANEVENT PTY LTD **Salt Lake City, Utah** **1997-2000**

Program Manager – Cleaning, Waste and Recycling - Phase 1 **1999-2000**

***SALT LAKE CITY OLYMPIC COMMITTEE* (SLOC)**

- Managed $5 million budget for services and equipment and developed forecast for all labor and capital needs
- Designed recycling, cleaning and waste management program as well as project management timeline for competition and non-competition venues
- Developed training and education program for SLOC departments, sponsors, local governments and community groups

CLEANEVENT PTY LTD **Melbourne, Australia** **1998-1999**

Market Development Manager/Assistant to CEO

- Developed corporate brand identity through the development of collateral material, including print, online and multimedia for Australia and U.S. operations
- Developed launch and strategic marketing plan for the cleaning and recycling program for the Sydney 2000 Olympics sponsorship
- Successfully executed grant development plan resulting in export market development grants totaling $350,000 from three separate sources
- Managed all corporate entertainment functions, trade shows, advertisement and public relations associated with event clientele
- Successfully negotiated and launched Cleanevent's first overseas consulting project

BROWNING- FERRIS INDUSTRIES (BFI) Atlanta, GA **1991-1997**

Olympics Project Manager/Loaned Executive from BFI **1995-1997**

- Authored extensive proposal and successfully negotiated multi-million dollar contract for waste disposal and recycling services, portable toilet services, and medical waste services for the 1996 Summer Olympic Games and the 1996 Paralympic Games
- Designed and managed integrated waste management and recycling system
- Directed a team of 100 people and developed an organizational structure and communications plan for BFI
- Developed management team and organizational structure in Australia for the summer 2000 Olympics

Municipal Account Executive **1992-1995**

- Expanded markets for BFI's services by obtaining municipal contracts and assisting with acquisitions of waste disposal companies resulting in a 500% growth in market
- Analyzed capital costs, operational scenarios, and productivity for waste and recycling contracts valued at ten million dollars
- Managed contract negotiations, equipment delivery, public relations campaigns, and political relations for all municipal contracts
- Formulated bid specifications and contract documents for city and county governments

Governmental Affairs Assistant Atlanta, GA **1991-1992**

- Coordinated legislative tracking system for six states and analyzed bills affecting the solid waste industry
- Worked with lobbyists and members of the Georgia General Assembly to influence legislation and successfully lobbied for Georgia's first tire recycling law
- Assisted with community affairs planning for South Atlantic Region

Professional Affiliations and Honors

Organizations Board Member – Park Pride; Board Member – Friends of the Emory Forest; Emory University Alumni Reunion Committee; Georgia Recycling Coalition; National Solid Waste Management Association; Georgia Chamber of Commerce – Legislative Committee; Metro-Atlanta Chamber of Commerce; Habitat for Humanity - Family Selection Committee.

Honors Consultant on recycling programs for the Sydney 2000 Olympic Committee in Australia and the 2002 Olympic Committee in Salt Lake City, Utah; Speaker at International Waste Expo in Portland, Oregon; Instructor at the GA Recycling Coalition's annual training program.

Education

Emory University Atlanta, GA

Bachelor of Arts in Economics- 1991
Minor Studies in Dance & Art History

Emory University Study Abroad Program
Paris, France - Summer Semester 1990
The American University - Economic Policy Semester
Washington D.C. - Fall Semester 1990

Georgia State University Atlanta, GA

Masters of Business Administration
Part-time student – Degree in 2005