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CITY OF ATLANTA

SHIRLEY FRANKLIN
MAYOR

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

November 17, 2003

The Honorable Cathy Woolard, President
Members of the Atlanta City Council
55 Trinity Avenue, S.W.
Atlanta, Georgia 30335

Dear President Woolard and Members of Council:

It is my pleasure to appoint Ms. Dianne Harnell-Cohen as Commissioner for the Department of Parks, Recreation and Cultural Affairs. As you know, Ms. Harnell-Cohen has served as Acting Commissioner for the past eight months, done an excellent job and has been an asset to our administration. Many of you have acknowledged to me her outstanding efforts in addressing your needs and the concerns of your constituents.

Ms. Harnell-Cohen has over 18 years of senior management and supervisory experience. Four of those years were spent as Deputy Chief of Staff for the Governor of Georgia, where she had direct oversight of the Georgia Council for the Arts and numerous other State agencies. Her tenure as a Division Manager during the 1996 Atlanta Olympic Games for two years, responsible for development and implementation of a drug-testing program for 26 sports federations and 22 venues brings to the city an expertise in dealing with the largest of recreational/sports programs. In conjunction with this effort, she recruited, trained and managed a staff of 500 volunteers. Ms. Harnell Cohen also worked for WAGA-TV as a manager - and for 12 years served as a director of the Executive Management Committee.

Committed to the Atlanta community, Ms. Harnell-Cohen has been actively involved with multiple boards and committees including: United Way, Atlanta Urban League, Leadership Atlanta, Georgia Coalition on Health, Voices for Children; Georgia Early Learning Initiative and the American Jewish Committee. In each of these organizations, she has served in a leadership capacity. Recently, she was elected Vice Chair of the National Urban Parks and Recreation Alliance.

Ms. Harnell-Cohen's overall and specific experience more than meets the educational, general and specific requirements for the Commissioner of Parks, Recreation and Cultural Affairs. Therefore, it is with great pleasure I submit her name to you and urge confirmation of her appointment.

Sincerely,

Shirley Franklin

Shirley Franklin

2950 Rivermeade Drive
Atlanta, Georgia 30327

Phone (404) 352-3429
Fax (404) 352-2803
Email: diannehc@mindspring.com

Dianne Hamell Cohen

Summary:

♦ Fourteen years of management, promotion, for CBS affiliate.
♦Three years of major sports event management with Atlanta Olympic Games.
♦ Four years of state management with extensive involvement in arts, trade, tourism, economic development and early childhood learning

Proven record of managing complex, interfacing issues; leading and motivating large staffs; budget development; financial monitoring and strategic planning. In-depth fund development experience with a broad knowledge of legislative and policy process. A broad range of experience in building coalitions and communicating issues and opinions. Extensive background as key spokesperson and policy issue coordinator implementing dynamic, broad organizational change.

1999 – 2003 State of Georgia
Deputy Chief of Staff – Governor Roy E. Barnes

Executive Director of the Office of the Governor. Responsibilities included developing and overseeing a $6 million dollar annual budget; direct management and motivation responsibility for 36 staff members and nine departments; and strategic planning for multiple governor's initiatives. Oversaw all support services for other divisions of organization while leading and managing support services for human resources, purchasing, information systems.

Designed the Constituent Services Department, including implementation of a proprietary software program that handles 25,000 inquiries a year. Directed screening, selection, and appointments of 600 board and commission positions annually. Supervised the placement of 250 interns in state agencies and 501C-3 organizations annually. Oversaw all aspects of Governor's schedule.

Managed the Governor's mansion and all special events that took place there, including high ranking visits from overseas royalty and national VIPs.

Director of the Governor's trade missions overseas to Canada, Israel, Mexico and Korea; assembled participation from the top CEOs and political leaders of the state, designed the strategic goals of the trip and oversaw all details of scheduling and oversight of activities for all participants. Responsible for all relationships with the consular corps.

Governor's reporting director to numerous state agencies: Georgia Early Learning Initiative, Georgia Industry and Trade, the Georgia Council for the Arts; Humanities Council; Georgia Building Authority; Holocaust Commission, which included providing assistance with agency budgets, marketing, policy, and legislative agendas on a regular basis.

2002-2003 Barnes/Perdue Transition Team

Director

Interface with every facet of government to relay all information to a new team to assure a smooth transition.

1998 – 1999– Roy E Barnes Gubernatorial Campaign

Deputy Campaign Manager

Conceived and developed dialogue between multiple constituencies and special interest groups in the state. Responsible for administration of winning campaign, and get out the vote plan. Extensive fund development activity and leadership.

1988 – 1998 Harnell Cohen Associates – A marketing and political consulting company

President and Chief Executive Office

Developed strategy, media plans and fund development strategies for campaigns, including presidential (*Clinton/Gore*), gubernatorial (*Andrew Young* and *Roy Barnes*) , congressional (*Buddy Darden* and *John Lewis*) and mayoral races (*Michael Lomax*).

Developed and implemented media, public relations and promotional plans for *Georgia Health Decisions; Georgia Orthopaedics and Sports Medicine; Atlanta Toyota*

1994 – 1996 Atlanta Committee for the Olympic Games

Division Manager –

Responsible for the development of the doping control program, including planning and implementing drug testing program for 26 sports federations and 22 venues. Recruited and trained 500 volunteers for the division. Additionally, acted as liaison for the International Olympic Committee.

1974 – 1988 WAGA – TV Atlanta, Georgia

Sales Manager and Senior Management

Local Sales Manager for the CBS affiliate for 12 years; responsible for promotional development for accounts and annual sales of $60m. General Sales Manager for 2 years; responsible for marketing development for accounts and annual national sales of $150m. Managed sales department of ten account executives.

Education

1961- 1962 Northwestern University – Undergraduate Studies

1962–1964 University of Miami – International Marketing
1965 Hunter University – International Marketing
1969-71 Georgia State University – Political Science
1975 TVB – Sales Management Seminar
1989 AMPAC Campaign Management School
1991 AMPAC Advanced Campaign School

Community	United Way, Past Chair Health & Rehab Allocation
	United Way, Board of Directors
Activities	Atlanta Urban League, Board of Directors
	Leadership Atlanta, Past Alumni Chair
	Project Interchange, National Vice President
	Georgia Coalition on Health, Executive Committee
	American Jewish Committee, Executive Committee