CITY OF ATLANTA

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

SHIRLEY FRANKLIN
MAYOR

04-C -0516

March 11, 2004

President Cathy Woolard and
Members of Atlanta City Council
City Hall, Suite 2900 South
68 Mitchell St., S.W.
Atlanta, Georgia 30303

RE: Keep Atlanta Beautiful Board of Directors Appointment

Dear President Woolard and Members of the Council:

It is a pleasure for me to appoint John Wolfinger to serve as a member of the Keep Atlanta Beautiful Board of Directors for the City of Atlanta. This appointment is for a **term of two (2) years**.

I am confident that John Wolfinger will serve the Keep Atlanta Beautiful Board of Directors with integrity and dedication.

Sincerely,

Shirley Franklin

ATLANTA CITY COUNCIL

ANNE FAUVER
COUNCILMEMBER
DISTRICT 6

55 TRINITY AVENUE, S.W.
SECOND FLOOR, EAST
ATLANTA, GEORGIA 30335
DIRECT (404) 330-6049
MAIN (404) 330-6030
FAX (404) 658-6073

January 13, 2004

Mayor Shirley Franklin
City of Atlanta
55 Trinity Ave., SW
Atlanta, GA 30335

RE: **KEEP ATLANTA BEAUTIFUL BOARD**

Dear Mayor Franklin:

I would like to submit the name of Mr. John Wolfinger to the Keep Atlanta Beautiful Board. Mr. Wolfinger lives at 1054 Vance Avenue, NE, Atlanta, GA 30306 – phone number 404-876-5023. I believe Mr. Wolfinger would be an asset to the Board. His information is attached.

Thank you for your consideration.

Sincerely,

Anne Fauver,
Councilmember, District 6

CC: Ms. Kirstin Allen

JAN 27 2004

RECEIVED
JAN 15 2004

mkrh

Keep Atlanta Beautiful

BOARD MEMBER PROFILE

(Please attach bio or resume)

NAME: JOHN W. WOLFINGER

TITLE: _____

ORGANIZATION: _____

OCCUPATION: UNEMPLOYED AT THE PRESENT

PREFERRED MAILING ADDRESS:

1054 VANCE AVENUE, N.E.
ATLANTA, GA. 30306-3610

BUSINESS PHONE: _____

FAX: _____

~~OTHER~~ Home PHONE: 404-876-5023

EMAIL ADDRESS: jjonww2@earthlink.net

Please check the areas or fields in which you have experience, skills, and knowledge:

- ✓ Litter
- ✓ Beautification
- __ Community Improvement
- __ Education
- __ Public Relations
- __ Media
- __ Financial Management
- __ Fundraising
- __ Grant Writing
- ✓ Personnel Management
- __ Volunteer Management
- __ Youth Services
- __ Business/Industry Associations
- __ Medical/Health
- __ Government Relations
- __ Law Enforcement
- __ Legal Affairs
- __ Insurance
- ✓ Short/Long Range Planning
- ✓ Other: GARDENING

Keep Atlanta Beautiful

VOLUNTEER AREAS OF INTEREST

Please describe in a 100 words your interest in the litter prevention, beautification, community improvement, or minimizing the impact of waste in Atlanta's neighborhoods.

IT'S MY FIRM BELIEF THAT A CLEAN CITY WITH ATTRACTIVE GREENERY CONNOTES A CITY THAT CITIZENS CAN BE PROUD OF. IT'S FAR FROM BEING AN INSTANT PROCESS, BUT CLEANLINESS AND NEATNESS PROMOTES MORE CLEANLINESS AND NEATNESS. I THINK WE ARE BEGINNING TO THIS PROCESS IN THE WORKS IN THE DOWNTOWN AREA.

AS AN AVID GARDENER AND PLANT LOVER, I'D LOVE TO SEE EVEN MORE CO-ORDINATION OF EFFORTS OF THE MANY GROUPS WE ALREADY HAVE IN ACTION — SUCH AS CENTRAL ATLANTA PROGRESS, TREES ATLANTA, THE BOTANICAL GARDENS, SOUTHEASTERN FLOWER SHOW, PATH, PARK PRIDE, GOVERNMENTAL UNITS, AS WELL AS CHURCH, SCHOOL, CIVIC GROUPS, TO CREATE MORE OF A HANDS ON ATLANTA DAY SPIRIT FOR THE OTHER 364 DAYS OF THE YEAR.

THE MORE DERELICT PUBLIC AND PRIVATE AREAS THAT ARE CLEANED UP WITH ATTRACTIVE AND PROPERLY CARED FOR PLANTINGS, THE EASIER IT WILL BE TO KEEP THE WHOLE CITY CLEAN.

Please indicate your understanding and acceptance of the Keep Atlanta Beautiful Board roles and responsibilities by signing below.

Signature: [signature] Date: 12/30/03

JOHN WOLFINGER
1054 Vance Ave. NE
Atlanta, GA 30306
404-876-5023
jjonww2@earthlink.net

JOHN WOLFINGER

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Atlanta, GA 30306
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OBJECTIVE

A leadership position using my experience and skills in **Business Management, Marketing/Merchandising, Purchasing/Vendor Relations,** and **Advertising/Promotions** in order to:

- manage profit centers in a proactive manner with full P&L responsibility,
- develop and implement effective marketing/merchandising programs to meet revenue objectives,
- leverage outstanding relationship skills to negotiate competitive pricing and long-term purchasing contracts,
- manage advertising programs and promotions through all stages within time and budget parameters.

QUALIFICATIONS

- General Management
- Analysis & Problem Solving
- Cost Control
- Staff Supervision/Team Leadership
- Training & Staff Development
- Operations Management
- Project Management
- Category Development/Mgt
- Budgeting
- Purchasing / Vendor Relationships
- Multi-site Retail Management
- Advertising Promotions
- Account Management
- Quality & Customer Service
- Product Distribution

PROFESSIONAL EXPERIENCE

Store Manager / Corporate Project Manager 1996 – 2002
WALLPAPER ATLANTA/DWOSKINS, Atlanta, GA
Managed $.5 million unit with full P&L responsibility, including sales and expense budgets, merchandising, inventory, and customer service. Selected to lead special projects involving the design and implementation of corporate merchandising programs throughout the chain. Supervised staff of 5; developed strong sense of teamwork.

Store Manager / Owner 1981 – 1996
INTOWN CRAFTER, Atlanta, GA
Responsible for total store operations of retail craft supply business, including P&L, administration, customer service, advertising/promotions, inventory, personnel management, and physical maintenance. Built business from ground floor to profitable status. Created displays for Alliance Theater *Christmas House* and Egleston Hospital *Festival of Trees* for five years.

Buyer 1970 – 1981
RICHWAY, Atlanta, GA
Managed procurement function for $12 million soft home furnishings department with multi-unit responsibility (32 locations throughout the chain), including sales, inventory, display merchandising (plan-o-grams), and vendor relationships. Supervised staff of two Assistant Buyers. Planned and coordinated promotions; analyzed reports; established sales/profit projections. Averaged 10 market trips annually. Recognized as curtain/drapery *Buyer of the Year* by an industry trade association.

EDUCATION

BBA, Bachelor's Degree in Business Administration, Bowling Green State University

ACHIEVEMENTS

Management / Revenue & Profit Growth

Conceived and implemented successful startup of craft supply store. Researched competition; conducted market analysis; selected location; presented business plan to related industry vendor to secure financial backing; designed physical layout of storefront; oversaw retrofit; directed grand opening within three months of conception; successfully operated store for 14 years; hired and developed staff. **Result:** Built business to profitable status, generating $.25 million in revenue.

Created expansion plan for small business. Analyzed past and projected sales figures to justify feasibility of expansion; developed plan to relocate business to 2,000 sq. ft. retail space (four times larger than original location); procured bank loan; negotiated long-term lease, redecorated new interior; identified additional merchandise categories. **Result:** New larger space facilitated expansion into additional product lines, contributing to continued revenue and profit growth.

Developed successful procurement method by exploiting items and categories as a Buyer of soft home furnishings for a major retailer. Analyzed current socio-economic trends; identified items projected to be in great demand that could be cost-effectively procured from savings due to buying in large quantities. **Results:** Built department sales to $12 million + with incremental profit growth; enhanced vendor relationships.

Implemented aggressive sales and merchandising strategy to drive profit turnaround as Store Manager for a $.5 million unit of a major wallpaper chain. Analyzed sales figures, profits by category, and selling methods; developed sales promotion to drive sales of in-stock wall coverings over custom orders; created colorized floor layout of in-stock wall coverings; tripled product displays; initiated sales incentive program with financial rewards to sales staff for category sales of in-stock papers. **Results:** Increased sales by 20% over previous year; achieved first profitable year in many years for the chain's flagship store.

Developed new special-order wallpaper pricing policy for a local retail chain. Analyzed price groupings in more than 1000 sample books; created cost formula based on standardized percentage; determined uniform pricing; developed price label for sample books; compiled detailed and easily understood instructions. **Results**: Plan was implemented throughout the organization; ensured pricing uniformity compliance among all stores; increased profitability 5-10% in special-order wall covering category.

Merchandising / Category Development

Introduced million dollar category as Corporate Buyer for the Curtains/Drapery department of a big box retailer. Analyzed home-furnishing trends, manufacturing capabilities, and advertising possibilities; identified quilted bedspreads as potential growth category; coordinated vendor relationships between closeout fabric dealers and manufacturers to produce quality spreads at very low cost; created TV ad campaign; involved store management to create selling space. **Results**: Category sales generated in excess of $1 million; positioned department as 2nd highest producing unit in the chain, exceeded only by health and beauty aids.

Initiated re-merchandising strategy to transform crafts department from labor-intensive fabric-selling focus to exploit the untapped local market of selling hand-knitting yarns and related products. Analyzed industry sales and profit figures for sewing fabrics, yarns and craft supplies; wrote proposal; supervised and directed fabric closeout, floor layout, procurement, and merchandising. **Results**: Generated immediate sales and profit growth of over 10%, with continued growth for many seasons, pulling in thousands of new customers company-wide.

Conceived and implemented new product line as Owner/Operator of expanding craft supply business. Identified sales potential in costume jewelry supplies; created informal partnership with local manufacturer to buy raw material stock of an out-of-business accessory manufacturer and Bloomingdale's vendor. **Result:** Generated 30% sales and profit growth over prior year.

Created system of handling seasonal display changes of curtain/drapery styles at minimally-staffed big-box retail stores. Created replica of physical store layout of curtain/drapery display areas; dressed all display windows; photographed each display; distributed to all stores within the chain as well as vendors to illustrate intended-look; produced pre-made displays to ship to each store. **Results**: Minimized down-time of in-store displays; increased sales for vendors and retailer; exhibited merchandise in consistent, uniform, and stylish way in all store locations throughout the Southeast.

Designed color-coordinated system to display in-stock wallpaper and spur sales growth of profitable category. Compiled samples of more than 800 styles and colors of papers; color-matched to fit fixturing layouts; created plan-o-gram ; relocated stock to new bin locations. **Results**: Customer-friendly layout produced sales increases of 20% or more in this category.

Advertising / Promotions

Designed first-ever television ad campaign for a $350 million retail chain to promote new category of hand-knitting yarns. Procured thousands of dollars of co-operative ad money from DuPont; negotiated largest-ever purchase of merchandise; worked with ad agency to produce voice copy and film footage; convinced store managers to create aisle display stocking space areas. **Results:** Week-long selling event generated near sell-out of stock; confirmed value of TV advertising; paved the way for years of such events.

Initiated vendor co-operative ventures to produce goods in different categories in ensemble themes. Identified distinctive designs in one manufacturer's line; convinced manufacturers of related goods to produce merchandise that coordinated. **Result:** Created exclusive coordinated ensembles that increased sales opportunities.

Managed implementation of entertainment venue for *Atlanta 125th Birthday* event as member of Atlanta Jaycees. Procured sports teams, theater, music, dance troupes and parks and recreation groups; strategically located them within 2-block area; developed booths out of borrowed and donated materials; maintained expenses within strict budget. **Result:** Event was well received by thousands of participants and executed with no logistical problems.