

# City of Memphis



A C WHARTON, JR.  
MAYOR

TENNESSEE

February 1, 2010

The Honorable Jim Strickland, Chairman  
Personnel, Intergovernmental & Annexation Committee  
City Hall - Room 514  
Memphis, TN 38103

Dear Chairman Strickland:

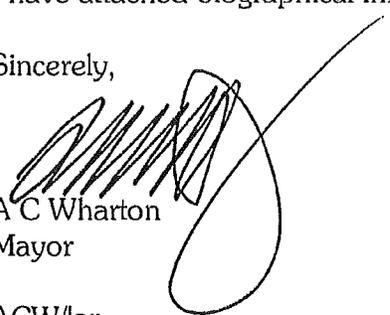
Subject to Council approval, it is my recommendation that:

***Sheila Redick***

be appointed to the Memphis Area Transit Authority with a term expiring January 31, 2013.

I have attached biographical information.

Sincerely,

  
A C Wharton  
Mayor

ACW/lar

c: Council Members



# City of Memphis

## BIOGRAPHICAL INFORMATION APPOINTMENT TO BOARD/COMMISSION

### BOARD/COMMISSION

Name: Sheila Redick Race White M    F X

E-Mail Address: seredick@gmail.com Fax n/a

Profession/Employer: Communications Director, Memphis Teacher Talent Initiative, The New Teacher Project, Memphis City Schools

Business Address: 2597 Avery Ave, Memphis TN Zip 38112  
Phone: 901-412-4351

Education: B.A. Communications, Journalism, University of Memphis, May 1999

Name of Spouse: Geoffrey Redick Number of Children: 1

Home Address: 4935 Essexshire Ave. Phone: 901-688-9850

City: Memphis State: TN Zip: 38117

I certify that I am a resident of the City of Memphis (Unincorporated areas and surrounding counties are not considered). Yes X or No    If yes, how long? native

Professional Organization/Associations:   

Other Organizations/Association:   

Other Interests: urban issues, neighborhood revitalization, developing attracting and retaining talent to Memphis, public school reform, livability, connectivity, making the city attractive for families with children

Signature Sheila E. Redick Date 2/2/2010

# Sheila Redick

4935 Essexshire Ave.  
Memphis, TN 38117  
901.412.4351  
sredick@gmail.com

## Profile

Communications strategist with extensive experience in marketing, public relations, branding and design, web development, fundraising, event planning and message development to create a cohesive organizational vision that is communicated to clients, funders, top executives, urban leaders, the press and general public.

## Experience

### Director of Communications, CEOs for Cities, Chicago, IL - 2006 to present

Direct internal and external communications for national non-profit organization focused on building and sustaining the next generation of great American cities. Accomplishments:

- Led strategic communication, message and brand development for organization; integrated new identity and narrative into all communication channels including web, printed collateral, membership materials, press materials and proposals;
- Developed and executed multiple communication plans for roll out of organizational research and programming to diverse stakeholders including elected officials, business, civic, educational and foundation leaders, urban advocates and practitioners, funders and media. Projects include "The Young and Restless in a Knowledge Economy," which first identified the importance of attracting young, mobile college-educated professionals to cities; "City Vitals," which outlined the success factors critical to urban vitality; "City Dividends," which calculated the monetary value cities gain by increasing college attainment, lowering vehicle miles traveled and reducing poverty; and, most recently, "Walking the Walk," an analysis of the effects of walkability on residential real estate values;
- Developed and disseminated press materials for organizational research to members of national media, translating complex ideas into clear, concise messaging for broad audiences, resulting in media coverage in dozens of national publications including the New York Times, Washington Post, USA Today, TODAYShow.com, MSNBC.com, CNN Money, Fortune and hundreds of local newspapers;
- Wrote and edited Op-Ed pieces and letters to the editor published in the Washington Post, Atlanta Journal Constitution, Charlotte Observer, Miami Herald, Akron Beacon Journal, Memphis Commercial Appeal and others;
- Was project manager for organization's development efforts including identification of funder prospects, proposal development, fulfillment of supporter benefits and grant reporting;
- Was project manager for the complete rebuild of the organization's website and updated the site to reflect new organizational identity, maintained and updated content regularly;
- Developed the first social networking site dedicated to people passionate about cities and urban issues;
- Developed and maintained the organization's first weekly e-newsletter, ReThink, designed to further messaging and point of view to stakeholders and the general public;
- Worked with staff on special events logistics and planning, including national membership meetings, webinars, workshops and board meetings;

### **Vice President, Smart City Consulting, Memphis, TN - 2002-2007**

Member of a strategic consulting firm specializing in community and economic development.

Accomplishments:

- Developed and executed strategic programming, projects and communications for diverse clients including:
  - The Hyde Family Foundations – designed public relations campaigns for education initiatives including the local launch of New Leaders for New Schools, The New Teacher Project and Teach for America as well as the release of charter school research;
  - Pensacola Chamber of Commerce – part of team that designed and led city branding initiative and coordinated roll out of messaging with local creative firm;
  - Delray Beach, Florida – led public input process, focus groups, data analysis, ideation and writing of the Delray Beach Creative City project;
  - Atlanta Metro Chamber of Commerce – led focus groups, marketing analysis and recommendation development for Atlanta's Young and Restless in a Knowledge Economy study;
  - Economic Development Corporation of Kansas City – led focus groups, marketing analysis and recommendation development for Kansas City's Young and Restless in a Knowledge Economy study;
  - City of Huntsville – led focus groups, analysis and writing of the Huntsville Talent Magnet Project;
  - Ballet Memphis – served as Director of Strategic Communication and Corporate and Foundation Development. Guided the development of marketing and collateral each performance season, ensuring that the Ballet Memphis brand was applied to all materials; developed marketing budgets and deadlines, and met goals in both areas annually.
  - Memphis Tomorrow – helped conceive, organize and launch the Memphis Manifesto Summit, the first meeting of the "creative class" to develop a call to action for cities of North America.
  - Shelby County Mayor A.C. Wharton – helped organize Alliance for Equitable Growth smart growth initiative; conceived the Sustainable Shelby project public input process including public polling and committee meetings to inform recommendations to ensure a green and sustainable future.
- Served as the communications liaison for the firm, handling public relations and strategic communications for all clients and the firm principals;
- Launched the award-winning Smart City Memphis blog.

### **Reporter, The Commercial Appeal, Memphis, TN - 2000-2002**

Writer for major daily newspaper covering education, business, government and development for fast-growing communities in DeSoto County, outside of Memphis.

### **Education**

University of Memphis, B.A. Communications, Print Journalism - May 1999

### **Skills**

Excellent writer and copy editor with experience in basic print page design (newsletters, brochures, basic collateral); knowledge and application of basic HTML and web design; keen understanding of new media tools including Facebook, Twitter and LinkedIn with particular understanding of using them for organizational

# **MEMPHIS AREA TRANSIT AUTHORITY**

## **9 Member Board**

### **Oath of Office Required**

### **3 Year Term**

### **3 Vacant**

<b>Birkholz, Karl</b>	<b>M/W</b>	<b>01-31-11</b>	<b>3yr.</b>	<b>Term</b>
<b>Carter, Mattie</b>	<b>F/B</b>	<b>06-30-08</b>	<b>3yr.</b>	<b>Term</b>
<b>Holt, E. Ray -deceased</b>	<b>M/W</b>	<b>01-31-10</b>	<b>3yr.</b>	<b>Term</b>
<b>Johnson, Fred</b>	<b>M/B</b>	<b>08-31-11</b>	<b>3yr.</b>	<b>Term</b>
<b>McClendon, Marion 'Dale'</b>	<b>M/B</b>	<b>01-22-11</b>	<b>3yr.</b>	<b>Term</b>
<b>Pugh, Cliffie</b>	<b>F/B</b>	<b>09-30-10</b>	<b>3yr.</b>	<b>Term</b>
<b>Vergos, John</b>	<b>M/W</b>	<b>06-30-12</b>	<b>3yr.</b>	<b>Term</b>
<b>Joe Brown (City Council Liaison)</b>				
<b>Vacant</b>				
<b>Vacant</b>				