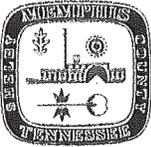


# City of Memphis

TENNESSEE



A C WHARTON, JR.  
MAYOR

June 21, 2011

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

Dear Chairman Collins:

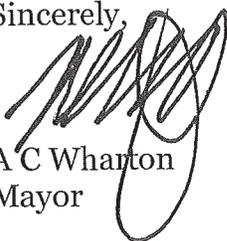
Subject to Council approval, it is my recommendation that:

**Syd Lerner**

be appointed to the Memphis City Beautiful Commission with a term expiring June 30, 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

MEMPHIS CITY BEAUTIFUL  
BOARD/COMMISSION

Name: SYD LERNER Race WHITE M  F

E-Mail Address: SYDLERNER@COMCAST.NET Fax \_\_\_\_\_

Profession/Employer: GREATER MEMPHIS GREENLINE, INC

Business Address: P.O. Box 171445 Zip 38187 Phone: 901 219 1059

Education: BA TULANE UNIVERSITY 1970 MBA CARLETON COLLEGE UNIVERSITY, 1996

Name of Spouse: LAUREN Number of Children: 2

Home Address: 2039 QUAIL CREEK COVE Phone: 901 877-5400

City: MEMPHIS State: TN Zip: 38119

I certify that I am a resident of the City of Memphis (Unincorporated areas and surrounding counties are not considered). Yes  or No  If yes, how long? 62 YEARS

Professional Organization/Associations: NATIONAL BUSINESS FORM ASSN

Other Organizations/Association: LIFE LONG MEMBER, TEMPLE ISRAEL SYNAGOGUE

Other Interests: WALKING, BICYCLING, BIRD HUNTING,  
GARDENING

Signature [Handwritten Signature] Date 3/11/11

Syd M. Lerner  
sydlerner@comcast.net

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|                       |   |                                  |
|-----------------------|---|----------------------------------|
| <b>Profile</b>        | Life long Memphian who grew up in the High Point Terrace neighborhood. Graduated from East High School. Retired Captain, from United States Army Reserve. Joined the family's business in 1971. Still involved part-time with the firm after a 37 year career. Married with two grown children and two grandchildren  |                                  |
| <b>Education</b>      | M.B.A., Christian Brothers University   | May 1996                         |
|                       | B.A. Political Science, Tulane University   | May 1970                         |
| <b>Career History</b> | <b>Greater Memphis Greenline Memphis Tennessee</b><br><i>Executive Director</i> <ul style="list-style-type: none"><li>• Marshal the organization's resources with the goal of building and maintaining a "rails-to-trails" conversion of the abandoned CSX corridor as a first step in the larger goal of building an integrated network of walking/biking trails in Shelby County.</li><li>• Build on the organization's ability to serve as the community's voice for recreational trails</li><li>• Build relationships with local government officials, not for profit foundations and businesses to secure an on-going stream of funding to develop the CSX corridor and other potential trail sites within Shelby County</li></ul> | November 2008-<br>current        |
|                       | <b>Wurzburg, Inc. Memphis Tennessee</b>   | September 1997-<br>November 2008 |

*Vice President, Quality*

- Performed internal audits of all operational functions
- Built the annual quality plan to insure company wide compliance
- Maintained all company wide procedures
- Successfully completed all customer corrective action requests
- Verified solutions to all customer complaints
- Reported to company Management semi-annually on the state of the system
- Completed customer required compliance documentation
- Lead the company-wide implementation of certification to internationally recognized quality standard (ISO 9901)
- Headed I.T. Steering Committee to replace 10 year old legacy computer system
- Championed the of project to replace 20 year old telecommunications system
- Built the company's first web presence
- Built the company's first customer satisfaction survey

*November 1994-  
August 1997*

**Wurzburg, Inc. Memphis Tennessee**

*Vice President, Cushion Products Division*

- Built 3 year growth record in sales
- Managed a small manufacturing operation
- Worked with 60 person sales force to merchandise multi-million dollar product lines of industrial packaging products

**Recording Secretary Greater Memphis Greenline**

- Responsible for recording and dissemination of Board meeting minutes
- Responsible for correspondence to stakeholders in the community

*May 2004-  
November 2008*

**Steering Committee Member Greening Greater Memphis**

- Work in committee environment to craft vision statement , mission statement and objectives for new organization
- Represent Greater Memphis Greenline

*November 2007-  
current*

**Board Member Commonsense, Inc.**

- Facilitate city-wide recycling effort by promoting local business' adoption of recycling for Memphis
- Organize effort with local recycler to pick up materials from local retail grocery chains

*June 1994 -  
January 2004*

**Committee member Temple Israel**

- Nominating Committee
- Budget Committee
- Fundraising (endowment fund) Committee

*June 1980 -  
June 1994*

**In the  
Community**

*March 1989 -*

*Sept. 1993*

**Account Executive United Way of Greater Memphis**

- Worked with local and regional firms on annual fundraising campaigns for United Way

**Interests and Hobbies**

- Volunteer teacher at Hillcrest High School (life skills)
- Tennis
- Bird hunting
- Travel
- Reading non-fiction

**References**

- Furnished upon request