

# 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:

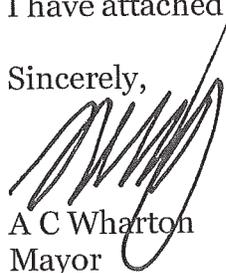
Subject to Council approval, it is my recommendation that:

**Deni Carr Reilly**

be reappointed 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

**Deni Carr Reilly**  
40 Nottoway Blvd  
Memphis, TN 38103  
(901)289-3870 deni@majesticgrille.com

**PROFESSIONAL  
ACHIEVEMENTS**

2007-Present. The Majestic Grille

Memphis, TN

**Co-Owner**

- ❖ Oversees operations of large, award-winning downtown restaurant including management of staff of 50 employees
- ❖ Directs all public relations and marketing efforts including media relations, creative ad development, marketing strategies, and special event creation and execution
- ❖ Develops and manages Majestic Arts Partners program, all charitable giving and community partnerships
- ❖ Co-developed restaurant concept and oversaw build-out of historic downtown property

2005-2006, Memphis in May

Memphis, TN

**Program Director**

- ❖ Developed and Managed all educational and international events and programs
- ❖ Oversaw and nurtured international relationships with government officials from honored countries and represented the City of Memphis on international goodwill trips
- ❖ Developed curriculum, contests and programs for the Memphis City Schools International Education Program

2003-2005, Destination King

Memphis, TN

**Director of Operations**

- ❖ Oversaw all operations and services for all meetings and events, including creative development, ensuring budget compliance, coordinating venue and staff details, hiring, training and managing staff and ensuring customer satisfaction
- ❖ Negotiated all vendor and entertainment contracts for company's 200+ vendors
- ❖ Managed client database including record updates and staff training

2001-2003, The Blues Foundation

Memphis, TN

**Director of Membership & Affiliate Relations**

**Associate Producer, W.C. Handy Blues Awards (now Blues Music Awards)**

- ❖ Successfully lobbied Capital Hill to gain Senatorial proclamation declaring 2003 as "The Year of the Blues"
- ❖ Managed Front of house production for the W.C. Handy Awards, a nationally televised awards show with a live audience of 2500 and over 3 million T.V. viewers. Included ticketing, production negotiations and contracts, travel-vendor selection
- ❖ Handled all VIP member and artist relations, including development of membership marketing strategy to increase membership and member satisfaction

2000-2001, Center for Southern Folklore

Memphis, TN

**Coordinator of Special Projects**

- ❖ Re-established the Center as the pre-eminent source for Southern Arts, Music and Culture through production of 3-day Grand Re-Opening Festival and by developing marketing materials and fostering relationships with the media and the greater Memphis community
- ❖ Developed all educational and promotional programming, including cultural tours, informational lectures, event packages and concerts that led to an increase in generated funds

1997-2000, Hilton Hotel Corporation

Memphis, TN

**Recruiter, National Sales and Field Staffing**

- ❖ Strategic planner, consultant and trouble-shooter, dealing with employment issues for 1,900 hotels with 85,000 employees. Creator and administrator of employee intranet for 500 company managed hotels and 12 corporate offices
- ❖ Co-developed and administered six-month general manager training program in partnership with Thayer Lodging and Cornell University
- ❖ Designed and implemented university recruiting campaign through creative marketing, nurturing faculty and student relationships and organizing campus events

- ❖ Performed in-depth research , internal audits and partnered with lawyers in response to an OFCCP Affirmative Action and Glass Ceiling Audit
- ❖ Redesigned and delivered all national sales training for new employees; including office and company orientation, database training, product familiarization and sales skills development

1995-1996-, DKM Residential Properties Corporation  
**Assistant to the Director of Human Resources** Princeton, NJ  
**Quality Assurance Representative**

**EDUCATION** Virginia Polytechnic Institute and State University Blacksburg, VA  
 BA, Interdisciplinary Studies  
 Areas of Concentration: Training & Development, English  
 Communications, Women Studies

**CERTIFICATIONS** Certified Meeting Professional, Convention Industry Council  
 Certified Trainer, American Society of Training & Development, Roanoke Chapter

**ACTIVITIES** Graduate: Leadership Academy Fellows Program  
 Professional Selling Skills Seminar  
 Life Member: Virginia Tech Alumni Association  
 International Freelance Photographers Organization  
 Member: South Main Association, Hospitality Sales & Marketing Association, Metro  
 Memphis Attractions Association, Memphis Music Foundation, MPact Memphis,  
 Blues Ball Host Committee, CCC Winter Lights Committee  
 Former Board Member: National Association of Catering Executives

**HONORS** Best Restaurant 2008, The Memphis Flyer  
 Best Overall Restaurant 2008, The Downtown Merchant Guide  
 Best Memphis Restaurants 2008, OpenTable Diners Choice Awards  
 Stars of the Industry, Gold Star Public Relations Award: Event of the Year, Metropolitan Memphis  
 Hotel & Lodging Association, 2003