

# City of Memphis



A C WHARTON, JR.  
MAYOR

TENNESSEE

March 20, 2012

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:

Julien Salley, Jr.

be appointed to the Memphis and Shelby County Music Commission with a term expiring April 30, 2013.

I have attached biographical information.

Sincerely,

A handwritten signature in black ink, appearing to read "A C Wharton".

A C Wharton  
Mayor

ACW/lar

c: Council Members



# City of Memphis

## BIOGRAPHICAL INFORMATION APPOINTMENT TO BOARD/COMMISSION

BOARD/COMMISSION \_\_\_\_\_

Name: Julien Salley Jr. Race C M  F

E-Mail Address: memphis\_gm@hardrock.com Fax 901.523.0003

Profession/Employer: Hard Rock Cafe

Business Address: 315 Beale Street Zip 38103 Phone: 901.529.0007

Education: Bachelors in Business Administration - Management

Name of Spouse: Ana Dankova Number of Children: 0

Home Address: 5617 Fox Meadows Cove Phone: 901.603.7437

City: Memphis State: Tn Zip: 38115

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? 19 yrs

Professional Organization/Associations:

MPI, MOC Advisory Board

Other Organizations/Association:

Other Interests:

Analytical Tools for Business Decision Making

Signature  Date 3/12/12

# Julien Salley JR.

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**Objective** Energetic, enthusiastic business management graduate seeking a management position, to help develop, implement, and maintain projects and daily operations. Possesses a hard working business ethic built from a strong, military foundation. Thrives in high pressure, dead-line driven environments.

**Education** [2003 – 2007] The University of Memphis [Memphis, TN]  
**Bachelor of Business Administration, Management**  
Graduation Date: May 5<sup>th</sup>, 2007. Cumme Laude, GPA: 3.3

**Awards received** Navy & Marine Corps Achievement Medal- Worked through countless nights and weekends to return engines and their respective propeller assemblies to mission capable status critically needed for squadrons engaged in Operation Iraqi Freedom, Operation Noble Eagle, and Operation Enduring Freedom.

Navy & Marine Corps Achievement Medal- Volunteered off duty hours to return a P-3 Orion reduction gear-box assembly, to flight ready status, for the expeditious return of the Navy's only AVX-1 electro-optical camera to an operational theater on schedule.

**Work experience** [Jun 2007 – Present] Hard Rock Cafe, Memphis  
**Sales & Marketing Manager.**

- Organized the first ever, New Year's Guitar Drop on Beale Street which was nationally televised
- Developed numerous relationships with major, household names and government institutions in order to execute profitable initiatives.
- Created countless events in order to fill gaps in foot traffic and force the café to remain profitable.
- Conducted 14 different television interviews in order to advance major events and further the Hard Rock brand in Memphis, TN.
- Designed and maintains the Excel workbook that tracks all events for the Mid Atlantic region of Hard Rock Cafes.
- Communicates with managers to evaluate work procedures, review standards, identify methods for increasing efficiency or effectiveness, and respond proactively to any needs that have arisen.
- *Operates ethically to protect the brand.*
- Works with GM, KM to ensure contract/menu is executable.
- Participates in the budget process.
- Works with GM regarding, new procedures, legal concerns, or other business to keep him/her informed.
- Writes and negotiates sales contracts according to corporate procedures.

- Ensures receipt of payment by following corporate procedures.
- Attends trade shows as approved by the cafe budget along with corporate Sales & Marketing Departments.

**[Dec 2003 – May 2007] The Gibson Beale Street Showcase  
Banquets & Private Events Manager.**

- Developed Cost Benefit Analysis for all events, determining Return on Investment, Profit Margin, and Income vs. Expense Reports.
- Oversees the setup, staffing, and execution of any and all events, public or private, within the Gibson Beale Street Showcase
- Utilizing the point of sale system on-hand: self-trained and incorporated the input of all employees for accurate accounting of time-clock hours, created menus, submenus, food items, user restrictions, front of house & back of house controls.
- Created gross/net sales projections and target goals/objectives quarterly, monthly, daily.
- Trained across the board in Events, Kitchen, Production, Sound, Security, Sales, & Marketing management.
- Developed numerous successful events in-house, as well as, with outside promoters; from the creation of the invoice, to the development of the event, marketing, commercials, etc.
- Instructed staff in all aspects of the proper preparation and execution of high end, large volume banquets & private events.
- Regularly constructed floor plans varying in requirements from one event to another.

**[Aug 2006 – Dec 2006] The Gibson Beale Street Showcase  
Internship, Events Management**

- Hired on as full-time employee/ Banquets & Private Events Manager of the Gibson Beale Street Showcase prior to the completion of the internship.

**[Jun 2005 – May 2007] Tennessee Army National Guard  
Sergeant [E-5], Officer Candidate School (OCS)**

- Only Candidate of 5 service members to meet and exceed all physical training requirements of The Army National Guard soldiers attached to Headquarters Battery received at OCS.

**[Nov 1998 – Nov 2003] The United States Navy  
Aviation Machinist Mate, Second Class Petty Officer [E-5]**

- Turbo Jet Engine Mechanic: Collateral Duty Inspector and Technician for the T56-A-14/16 engines (P-3 Orion & C-130 Hercules) consistently sought out for technical expertise, a team builder and mentor: provides maintenance, trains, and oversees the proper build up of engines and propeller assemblies in accordance with Navy regulation.
- Base Police Force Squad Leader: Responsible for the scheduling, training, and development of twenty-five Patrolman. Sharpshooter Pistol and Shotgun Qualification. Certified in the training and use of the Monadnock Expandable Baton (MEB). Heart saver CPR certification.
- Hazardous Material Program Manager: Organization and upkeep of Material Safety Data Sheets, proper containment and disposal of all

hazardous materials, quarterly training for all applicable personnel; maintained HAZMAT program above Government regulation for five years consistently, receiving superior scores on program audits.

**Computer Skills**

Microsoft Specialist certification in Excel. Proficient in Adobe Production suite, CS2, Photoshop, Illustrator, and Elements; Microsoft Access, PowerPoint, Word, Movie Maker, & Front Page. Experienced in software related problem solving.

**Professional memberships**

Golden Key International Honor Society & The National Dean's List

**Value Added**

In possession of an enormous network of the top Promoters in the Memphis area, as well as a trustworthy, dedicated staff of: 29 Bartenders, 9 Bar backs, & 54 Servers. I have the capacity to completely re-staff an entire high volume restaurant/banquet/club venue on a moment's notice.

**References**

Mr. John S. Burnett  
Pilot  
FedEx

Mr. Drew Schmidt  
President (Franchise)  
Able Oil Company

9505 Pleasant Ridge Road  
Arlington, TN 38002  
(901) 829-3699

731 Haycock Run Road  
Kittnersville, PA 18930  
(215) 407-2474

Lt. John T. Dwyer  
Lieutenant (Retired)  
Memphis Police Department  
5028 Ivy Drive  
Eads, TN 38028  
(901) 465-3440

Peter Costa  
Work Center Supervisor/ WG-10  
NAS JRB Willow Grove  
AIMD 400 Division  
Willow Grove, PA 19090  
(215) 880-0790

Nashid Madyun  
President Gibson Retail Group  
Gibson Showcase  
145 Lt. George W. Lee  
Memphis, TN 38113  
(901) 508-0628

Brandy Walker  
Lounge Manager  
Gibson Showcase  
145 Lt. George W. Lee  
Memphis, TN 38113  
(901) 690.1139

**Memphis & Shelby County Music Commission  
22 Member Board  
(11) City & (11) County  
2 Year Term**

Booker, James	M/B	04-30-12	2yr. Term
Bowers, Bevanne	F/B	04-30-12	2yr. Term
Burch, Charlie	M/W	04-30-12	2yr. Term
Butler, Tonya	F/B	03-18-12	2yr. Term
Fly, Melody L.	F/B	04-30-12	2yr. Term
Glenn, Michael	M/W	04-30-12	2yr. Term
Kourdouvelis, Kris	M/W	04-30-11	2yr. Term
Parkinson, Antonio	M/B	04-30-12	2yr. Term
Robinson, Nicole R.	F/B	03-30-12	2yr. Term
Beard, Mary	F/W	04-30-13	2yr. Term
Tigrett, Pat	F/W	04-30-13	2yr. Term