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CITY HALL • 1 FRANK H. OGAWA PLAZA, 3RD FLOOR • OAKLAND, CALIFORNIA 94612

Office of the Mayor
Honorable Ronald V. Dellums
Mayor

(510) 238-3141
FAX (510) 238-4731
TDD (510) 238-7629

Letter of Appointment

March 3, 2009

The Honorable City Council
One City Hall Plaza, Second Floor
Oakland, CA 94612

Dear President Brunner and members of the City Council :

Pursuant to City Charter section 601, the Mayor has appointed the following person as member of the following Board or Commission, subject to City Council confirmation:

Budget Advisory Committee

Kalie Moore, Mayoral appointment, to complete the term beginning May 26, 2007 and ending May 25, 2009, filling the seat previously held by Benjamin Scott.

Tina Sims, Mayoral appointment, to complete the term beginning May 26, 2008 and ending May 25, 2010, filling the seat previously held Nicolas Heidorn.

Jay Ashford, Mayoral appointment, to complete the term beginning May 26, 2007 and ending May 25, 2009, filling the seat previously held Theodore Frey.

Thank you for your assistance in this matter.

Sincerely,

A handwritten signature in cursive script that reads "Ronald V. Dellums".

Ronald V. Dellums
Mayor

Kalie Moore

PROFESSIONAL EXPERIENCE

Alameda County Bar Association, Oakland, CA

September 2007- Current

Lawyer Referral Service and Fee Arbitration Program Administrator

- *Assured statutory compliance and addressed quality control issues* relating to both the Lawyer Referral Service and Fee Arbitration Program and recommended changes to rules and procedures as needed to improve the operation and financial health of each program.
- *Prepared and monitored LRS and Fee Arbitration budgets, developed procedures for timely collection of revenue* and tripled the gross annual fee arbitration revenue in the year 2007.
- *Recruited, trained, and supervised* a staff of four to ensure continued efficient and productive work output, adequate coverage of intake and administrative functions, and healthy working relationships among staff.
- *Served as staff liaison to Governing Committees of the LRS and Fee Arbitration programs* by developing and distributing agendas, memos and informational materials as needed. Helped recruit and appoint committee members and chairs and developed positive working relationships with committee chairs and members.
- *Developed and launched an internet marketing campaign* which utilized Google AdWords and search engine optimization, resulting in an increase in business.
- *Organized and administered MCLE events* including foreclosure, predatory lending, and fee arbitrator training programs.
- *Represented the ACBA* at social functions for ACBA members and court officials, and assisted in the recruitment of new members.

EDUCATION

BA Sociology, University of San Francisco
Minor in Legal Studies

May 2006

- *Cumulative GPA: 3.7/4.0 Scale*
- *Dean's List* eight consecutive semesters for academic excellence.
- *Member of Undergraduate Law Society*
- *Member of Alpha Kappa Delta*

COMMITTEE WORK

State Bar of California, San Francisco, CA

Current

Mandatory Fee Arbitration Committee Member

- *Reviewed and commented upon any proposed legislation* and tracked other legal developments that may affect the mandatory fee arbitration program and attorney fee agreements in general.
- *Made recommendations to the Board of Governors* regarding amendments to the fee arbitration statutes, the State Bar's and local bar association's Rules of Procedure for Fee Arbitration, and the Guidelines and Minimum Standards for the Operation of Mandatory Fee Arbitration Programs.
- *Monitored developments in both substantive and procedural law* relating to mandatory fee arbitration.
- *Oversaw the State Bar's Mandatory Fee Arbitration Department*; drafted the State Bar's approved sample fee agreements, local program advisories, and arbitration advisories.

SKILLS

PowerPoint and other Microsoft Office Programs, additional coursework in finance, non-profit budgets, management leadership, and public speaking.

INTERESTS

Avid marathon runner, triathlete, and general sports enthusiast.

Tina Sims

Job Objective

To seek a position working directly with the City of Oakland's Board of Commissions.

Summary of Qualifications

- Budget, Financial analysis background
- 18 years Management
- Exceptionally quick ability to identify, focus and execute pivotal priorities
- Track record of building and operating large organizations over 65 million in sales
- Decisive, professional, efficient team approach, outstanding communication and leadership skills that are built on integrity.
- Computer literate with several software applications
- Worked on several Community Service Projects, Boys and Girls Club, Habitat for Humanity, Christmas in April, Holy Names High School Principals PAC Council, Bernie Marcus Service Award, and Rainbow Community Center Project.

Professional Experience

6/2005 – Present Office Depot: General Store Manager

Rapidly built a highly effective service and sales organization operating at 140% to plan year-to-date, focusing on training and development of a highly effective team that has delivered unprecedented results in the first, second and third quarters.

- Dramatically increased sales and profit over 140 basis points
- Controlling and leveraging tangible expenses
- Created training and support to maximize team and peer effectiveness and allowed quick rollout for promotions and campaigns
- Produced exceptional service rating levels through surveys and customer feedback
- Served as liaison between other business partners and clients to coordinate sales, payments and distribution of products
- Wrote and persuasively presented proposal of service and sales initiatives to executive team and directed sales goals for a major business plan with in our Design Print and Ship Department.
- Held weekly conference calls and monthly meetings to track and troubleshoot progress, creating a multi layered contingency plan for sales, service and weekly promotions

2/1992 – 06/2005 Home Depot: General Store Manager

Lead multimillion-dollar business, creating a highly effective team of 250+. Developed a Leadership training program for Northern California stimulated the Regions growth by developing our future leaders to promote within the organization. Worked as liaison for CEO Bob Nardelli and peers with in the Pacific North Region. Developed new company policies and strategies to overcome shortfalls in customer service and daily operations over entire North American Retail while on Council.

- Maintained high service levels in 3 stores for 6years
- Worked with Regional Vice President and Buying Office Merchants as Captain for regions paint department promoting sales and effective marketing tools to create sales with in specific categories
- Held weekly meetings with staff reviewing sales and profit from previous week's results
- Opened new store generating 65,000 sq ft and over 4 million dollars in profit from actual forecast, receiving a 200% bonus for team
- Created a business partnership with Human Resources to develop a program which retained and recruited effective business leaders
- Incorporated through the City of Oakland a PRO customer base that focused on contractors as clients creating a 10 million dollar increase in one department with in the store that periodically is only 5% of a stores annual sales
- Community Service Projects

Education

Oakland High School
San Diego State University

DRAFT

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OFFICE OF THE CITY CLERK
OAKLAND

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APPROVED FOR FORM AND LEGALITY

CITY ATTORNEY

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENT OF KALIE MOORE, TINA SIMS AND JAY ASHFORD AS MEMBERS OF THE BUDGET ADVISORY COMMITTEE

WHEREAS, Resolution No. 74826 C.M.S. created the Budget Advisory Committee, whose members are appointed by the Mayor, subject to confirmation by the City Council and;

WHEREAS, Ordinance No. 74826 C.M.S. specifies that members of the Budget Advisory Committee are to serve two year terms, which are to be staggered so that some appointments will expire every year, and appointments to fill a term of office are only to be for the remainder of that term; now, therefore, be it

RESOLVED, that the City Council hereby confirms the Mayor's appointment of the following individuals for the terms set forth below:

Kalie Moore, Mayoral appointment, to complete the term beginning May 26, 2007 and ending May 25, 2009, filling the seat previously held Benjamin Scott.

Tina Sims, Mayoral appointment, to complete the term beginning May 26, 2008 and ending May 25, 2010, filling the seat previously held Nicolas Heidorn.

Jay Ashford, Mayoral appointment, to complete the term beginning May 26, 2007 and ending May 25, 2009, filling the seat previously held Theodore Frey.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES- KERNIGHAN, NADEL, QUAN, DE LA FUENTE BROOKS, REID, KAPLAN,

AND PRESIDENT BRUNNER

NOES-

ABSENT-

ABSTENTION-

ATTEST:

LATONDA SIMMONS
City Clerk and Clerk of the Council
of the City of Oakland, California