

CITY OF OAKLAND



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

Office of the Mayor
Jerry Brown
Mayor

(510) 238-3141
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Letter of Nomination

July 6, 2004

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

Dear Councilmembers:

Upon nomination of the Mayor, the following person is hereby appointed as a member of the following Board or Commission:

Housing, Residential Rent and Relocation Board

Sallie A. Kennedy, Mayoral appointment to serve as Tenant Representative, term beginning February 12, 2004 and ending February 11, 2007, filling the position formerly held by Jean Rubsamen (2/12/01 – 2/11/04).

If you have any questions or concerns, please feel free to contact me.

Sincerely,

JERRY BROWN
Mayor

A handwritten signature in black ink, appearing to read "Jerry Brown", written over the printed name and title.

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ORA/COUNCIL
JUL 6 2004

OAKLAND CITY COUNCIL

DRAFT

RESOLUTION No. _____ C.M.S.

**RESOLUTION APPOINTING SALLIE A. KENNEDY, AS
TENANT REPRESENTATIVE, AS A MEMBER OF
THE HOUSING, RESIDENTIAL RENT AND RELOCATION BOARD**

WHEREAS, Chapter 8.22 Oakland Municipal Code creates the Housing, Residential Rent and Relocation Board whose members are nominated by the Mayor and approved by the City Council; and

WHEREAS, Chapter 8.22 Oakland Municipal Code specifies that members of the Housing, Residential Rent and Relocation Board are to serve three 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 by the nomination of the Mayor, the following individual is hereby appointed to the term set forth below:

Sallie A. Kennedy, as Tenant Representative, to complete the term beginning February 12, 2004 and ending February 11, 2007, filling the position formerly held by Jean Rubsamen.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES- BRUNNER, WAN, NADEL, QUAN, BROOKS, REID, CHANG, AND
PRESIDENT DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-

ATTEST:

CEDA FLOYD
City Clerk and Clerk of the Council
of the City of Oakland, California

Professional Overview

Ms. Kennedy has a distinguished career working with organizations that build their success on the active pursuit of satisfying the customer, the employee and the bottom line. She is committed to structure through standards, educating all employees, developing a common organizational language around performance improvement, and delighting customers. Working in both entrepreneurial and corporate environments, her experience has predicated a preference for standards based process improvement with a focus on the detail necessary to deliver solid results either by initiating new practices or enhancing those present.

- The proven ability to analyze, address and execute organizational transformations, structurally and functionally, improving fiscal health, bolstering strategic association and increasing performance efficiencies.
- Strengths in leadership, mentoring, coaching, and counseling that develop people and drive consensus in medium and large enterprises.
- Extensive knowledge of employment law, human resources, and recruiting that provided quality staffing and management.
- Broad, global background in all areas of call center management, including telephony, eCRM, ACD, and CTI that contributes to the customer's ability to define quality.
- Attention to detail provides necessary skills for all levels of effective information services management.
- Able to develop, execute and track service level agreements.
- Background in the development and execution of escalation paths for call centers management.
- Ability to manage full responsibility for 24/7/365 delivery of professional services.
- A demonstrated ability to identify needs, design and deliver training to successfully address those needs.

Professional Experience

2001 to WORLD MORTGAGE COMPANY
Current OAKLAND, CALIFORNIA
 Director of Technical Services & Support HQ, Enterprise Solutions CA

- Developed customer centric focus for the department.
- Improved management metrics for departmental monthly reporting.
- Instilled *first time, onetime, every time* mentality for delivery of services.
- Point person for rollout of DU project nationally.
- Wrote restructure plan for 3-HELP (Helpdesk for desktop support servicing approximately 8,000 employees)
- Training Assignments: Coaching - Management Essentials, TeamHandbook – Corporate Training, Vision Session – HR, Team Management – World University of Finance.

1986 to KENNEDY & KENNEDY, INC.
2001 GEYSERVILLE, CALIFORNIA
 President

- Provided infrastructure redesign and implementation for five companies improving operational performance, revenues and cash flow.
- Delivered call center technology including eCRM research, escalation paths, service level agreements, staffing and training for both dot com and traditional environments.
- Developed content and delivery of regulatory training web site.
- Delivered management training to numerous groups serving as facility staff for a variety of organizations.
- Wrote with partner HIDA Regulatory Compliance Manual
- Publish numerous articles in Homecare magazine.
- JCAHO Consultant Surveyor (1988-2000)

SALLIE A KENNEDY
Oakland, CA 94612
Business: (510) 446-3200

1995 to
1999 NORTHERN CALIFORNIA HOME CARE
 SANTA ROSA, CALIFORNIA
 General Manager

Developed systems to accommodate rapid growth of company taking revenues from \$1.2m to over \$5m while maintaining highest level of operational excellence available based on national standards.

1987 to
1989 RIC MANAGEMENT, INC.
 KINGSPORT, TENNESSEE
 Chief Financial Officer

Provided management and infrastructure design to secure 70% market share while maintaining highest level of operational excellence awarded by national accrediting body.

1978 to
1986 U. S, MEDICAL EQUIPMENT, INC.
 HOUSTON, TEXAS
 Chief Executive Officer

1986 NATIONAL DEBATES ON HEALTH CARE POLICY
 DALLAS, TEXAS

Member of national Delphi group establishing policy issues for 1990's.

1983 PRESIDENT'S SPECIAL TRADE MISSION TO KOREA AND JAPAN
 TRADE MISSION MEMBER

Chosen by White House and Commerce Department to participate in trade mission as follow-up to President Reagan's visit.

Education

SOUTHERN METHODIST UNIVERSITY
Masters of Business Administration Program

UNIVERSITY OF SAINT THOMAS
1979 – Bachelor of Arts
Magna Cum Laude

Honors/Associations

NAMES Board Member (1986-1988)
 Ethics Committee Chair
NAMES Outstanding Contributions to the Industry (May 1992)
HIDA Educational Foundation (Faculty 1991)
JCAHO Educational Program (Faculty 1989-1995)

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ORACOUNCIL

JUL 6 2004