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Office of the Mayor  
Jerry Brown  
Mayor

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Letter of Nomination

**DRAFT**

April 20, 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:

**The Cultural Affairs Commission**

Elizabeth Hardy, Mayoral appointment to serve the term beginning May 7, 2004 and ending May 7, 2007, filling the position formerly held by Deborah Blue (term: May 7, 2001 – May 7, 2004).

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

Sincerely,

**JERRY BROWN**  
Mayor

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**ORA/COUNCIL**  
**APR 20 2004**

OAKLAND CITY COUNCIL

**DRAFT**

RESOLUTION No. \_\_\_\_\_ C.M.S.

**RESOLUTION APPOINTING ELIZABETH HARDY AS A MEMBER OF THE CULTURAL AFFAIRS COMMISSION**

**WHEREAS**, Ordinance No. 11323 C.M.S. creates the Cultural Affairs Commission, whose members are nominated by the Mayor and approved by the City Council; and

**WHEREAS**, Ordinance No. 11778 C.M.S. specifies that members of the Cultural Affairs Commission 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:

Elizabeth Hardy, to complete the term beginning May 7, 2004 and ending May 7, 2007, filling the position formerly held by Deborah Blue.

**IN COUNCIL, OAKLAND, CALIFORNIA,**

**PASSED BY THE FOLLOWING VOTE:**

**AYES-** BRUNNER, WAN, NADEL, BROOKS, QUAN, 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

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**CRA/COUNCIL**  
**APR 20 2004**

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**Elizabeth M. Hardy, Principal**

**IFIRSTPERSON CONSULTING**

**Objective:**

IFP delivers. It develops and implements all facets of strategic planning from concept to commerciality. For clientele ranging from Fortune 500 companies to start ups, IFP creates and enhances successful ventures using its unique discovery process and strategic planning. Plans that IFP devises, position clients to achieve market edge and industry leadership.

Though teamwork, flexibility and creativity, IFP meets and exceeds client goals. Epitomizing these core capabilities and accounting for assignment scope, IFP designs befitting infrastructure to afford anticipated results. In a progressive, phased manner IFP employs specific approaches to fulfill diverse private and public industry needs. To maintain this level of success, IFP tailors marketing, business development, management, branding, public relations, messaging, design, launches, research, policy, alliances, Internet content and community to attain business promises and execute on desired outcomes. Establishing a flourishing practice predominantly on word-of-mouth recommendations, IFP style is win-win to perfect lasting client-consumer rapport.

**Strategic Focus:**

Technology, financial services, telecommunications, OEM (mobile products and solutions), entertainment, automotive, communications, government, management, marketing, advertising, non-profit, fine arts.

11/02 - 12/03      **Comcast, Inc.**      Mountain View, CA  
                                 **KMVT media**

*Business Development and Market Expansion*

To enhance customer base and attract new markets, IFP developed and implemented strategic planning and instated unprecedented business development and marketing enterprises. Through a targeted launch of a state-of-the-art media facility, IFP cultivated alliances to generate 5 new markets. This plan resulted in securing a \$750K endowment and over \$1M in new revenues and resources. In the process, IFP successfully shifted internal culture from basic sustenance to dramatic growth, elevating revenue-oriented Board and winning local and national acclaim for number 1 industry leader.

4/02 - 8/02      **Accenture, Inc.**      Palo Alto, CA  
                                 **Avere Inc.**

*Company Marketing and Product Launch*

Within a 3-month time constraint, IFP developed and implemented a strategy to launch a start up company and product preview event. From CEO concepts, IFP complimented product development, secured a beta customer and in person renowned analyst endorsements. Through the plan IFP, likewise created company and product identity, authored CEO pitch letters, Internet enhancement and campaigns implementing all launch aspects. The results of these tactics overwhelmed client expectations. The product and company amazed over 100 attendees, rising above stringent competition with rave industry reviews. Under budget by \$10K, IFP generated 5 Venture Capitol leads for second round

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funding and 50 customer leads and a dbase of over 200 lucrative prospects. \$10M in VC second round funding was also secured as a direct result of the launch.

6/01 - 3/02      **Hallmark Entertainment, Inc.** Kansas City, MO  
**Corporate Headquarters, New Business**

*Global Business Strategy and Marketing*

To create and establish a new venture within the parent company, IFP developed and launched a broad strategic business plan. With a striking revenue model and solid B2B marketing via B2C relationships, IFP strategic execution resulted in global expansion of brands and product portfolios including those of Crown Greetings and Hallmark Entertainment. Target markets increased by 30% and approx. \$1B in new revenues.

7/00 - 3/01      **Motorola, Inc.**                      Schaumburg, IL  
**Corporate Headquarters**  
**Mobile Commerce Core Solutions Center**

*Global Strategy and Business Development*

Through the development of global market strategies, IFP extended the company brand and produced multiple, integrated business plans to address the mobile web; B2B linked to B2C. IFP initiated new mobile enterprises, which resulted in new market share of over 15%.

**Entertainment Core Solutions Center**

*Market Strategy and Product Development*

IFP created a simple yet viable marketing strategy to market and enhance mobile web products and demonstrations, which resulted in over \$1M in new revenues.

Other Clientele

*Marketing and Business Development*

**Honkworm International, Inc.** San Francisco, CA

By developing over 300 business development leads, a dbase for the new enterprise, IFP developed the West Coast Region business. Directing the Western offices in collaboration with the sales team, IFP secured channel marketing; media clients, content sponsors and co-production ventures resulting in \$50K in new revenue during the first quarter.

*Segment and Specialized Marketing*

**Charles Schwab & Company, Inc.,** San Francisco, CA

To fulfill the need for a national segment marketing initiative to validate branding among target markets, IFP developed and executed a market-based strategy. Through IFP management, 3 new enterprises were established. Each served emerging, affluent markets. IFP enterprise plans and oversight resulted in a market share increase of over 20% and winning the national distinction as number 1 online brokerage.

*Global Strategy and Marketing*

**Paragon/Adexa, Inc.,** Los Angeles, CA

IFP designed and executed global marketing strategy including industry specific marketing and joint ventures. The results of these plans were a significant 15% increase in each the customer base in 3 priority verticals: high tech, textile, apparel.

*Marketing and Development Strategy*

**Community Financial Resource Center, Los Angeles, CA**

IFP created and executed a new marketing strategy and department. By designing a custom, annual trademark event; the "Annual Power Luncheon" IFP raised \$200K per event over 2 consecutive years. Sponsors and the Board incorporated this strategy as their mainstay annual revenue source since its inception 6 years ago.

*Corporate Launch, Marketing and Brand Strategy*

**Gensler Corporation, Studio 585, San Francisco, CA**

IFP developed new venture launch plan for Studio 585, s subsidiary Gensler Company resulting in broad market cultivation, several new customers and invaluable public relations.

*Strategic Planning, Enterprise Founding and Funding*

**City of Oakland, Office of the Mayor, Oakland, CA**

**Oakland Child Health & Safety Initiative**

IFP developed and implemented a social marketing plan. It also managed the enterprise to secure a \$100K operational grant.

***The Oakland Fund for Children and Youth***

IFP developed and implemented strategic planning, marketing and management to found, develop and fund an adopted public ballot measure into a complete city enterprise in conjunction with the appointed Planning & Oversight Board. By creating an infrastructure to include sub-committees, Mayoral, City Council and inter-departmental advisors, IFP successfully surpassed the objective as evidenced by a unanimous City Council decision to allocate 2.5% of the annual city budget to the enterprise.

Education

**Brandeis University**

Waltham, MA

A.B. English and Comparative Literature 1992, highest honors, Thomas J. Watson Fellowship  
National Nominee 1992, Fulbright Fellowship National Nominee 1992 and 1993

**The School for International Training  
University of Nairobi 1991**

Brattleboro, VT  
Nairobi, Kenya

International Communications, Summa Cum Laude

**Harvard University**

Cambridge, MA

Senior Thesis Advisory; Creative Writing Graduate Seminar, high honors

Special Skills

Excellent public speaking and speech writing. Strong design. Fluent in French, Italian and Spanish. Proficient in German and ASL. Literate in numerous computer programs; word, PowerPoint, excel, file maker pro, project manger, among others.

Additional Clients

Raphael House

San Francisco, CA

Shamwari Gallery

Oakland, CA

New York Institute for Families

New York, NY

East Bay Public Safety Corridor Partnership

Oakland, CA

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The East Bay Community Foundation  
Chapungu Gallery  
Boys & Girls Clubs of America  
Massachusetts Metropolitan Council For Education  
Belmont High School  
Brandeis University Intercultural Center

Oakland, CA  
San Francisco, CA  
Boston, MA and San Francisco, CA  
Boston, MA  
Belmont, MA  
Waltham, MA

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