

City of Asheville
BOARDS AND COMMISSIONS
Application Form

APPLICANTS ARE STRONGLY URGED TO ATTEND SEVERAL MEETINGS OF A BOARD PRIOR TO APPLYING AND/OR APPOINTMENT TO A BOARD

Name of board or commission(s): Asheville City Council

Your name: Brian Bradley Home Phone #: 828-242-2227

Street address: 25 Vivian Avenue City: Asheville Zip Code: 28801

Mailing address (if different): _____

Employer: Medtronic

Your position: Sales Rep / Therapy Consultant Office Phone #: 828-273-3452

Resident of City yes County Buncombe Race white * Sex male * Age 32 *

Are you a United States Citizen (circle one)? Yes or No

Residence location (check one): Central _____ North South _____ East _____ West _____

How did you become aware of the opening? _____ Webpage _____ Current Volunteer _____ eNews _____
_____ Government Channel _____ Newspaper _____ Radio _____ Organization _____ Agenda Other

Please indicate the area(s) of expertise that you can bring to the above board(s), and then in detail list education, experience, reasons for your interest, and other factors that support your interest in serving (use additional sheets if necessary). Expertise: _____ Legal _____ Technical _____ Fundraising _____ Community Contacts _____
_____ Business Management (Financial) _____ Business Management (Operational) _____ Public Speaking

Please see included resume and application questions.

Return to:
Maggie Burleson, City Clerk
Post Office Box 7148
Asheville, N.C. 28802-7148

E-Mail: mburleson@ashevillenc.gov
Telephone: 259-5601
Fax #: 259-5499

Signature: Brian Bradley

Date: 11/26/08

E-Mail: brian1017@juno.com

Fax #: 828-271-4182

* This information is requested for the sole purpose of assuring that a cross section of the community is appointed.

Brian Bradley
25 Vivian Avenue
Asheville, NC 28801
828-242-2227
brian1017@juno.com

Work Experience

Medtronic Neurological

Sales Rep/Therapy Consultant *June 2005-present*

- Responsible for all aspects of business planning, new account development, and continued service of current customers for therapies including spinal cord stimulation and intrathecal pain and baclofen pumps.
- Developed new accounts including implanting and managing physicians for Medtronic therapies throughout territory including Asheville and Charlotte, North Carolina
- Provided case coverage and customer service to existing accounts and patients using Medtronic products.
- Marketed therapies including pain and movement disorder to physicians including orthopedic surgeons, pain specialists, neurosurgeons, neurologists, and family practice.
- Presented at conferences and in-services to increase baclofen implants including large and small rehabilitation therapy groups.
- Established contracts and end of quarter sales deals at hospitals and clinics to secure existing business and promote new business development.
- Named ATC of the quarter for Q2 in fiscal year 2007, part of a team that finished the year 108% to plan with 126% growth from the previous year.

Peak Travel Physical Therapy, Inc. owner

Contract and Per Diem Physical Therapist *January 2004-June 2005*

- Owner and operator of a contract physical therapy company responsible for all aspects of business development and management.
- Successfully marketed and established contracts with hospitals and clinics for per diem employment, performing the full duties of a physical therapist in a variety of treatment settings and locations.

Comphealth Healthcare Staffing *August 2003-December 2003*

- Employed on a contract basis as a licensed physical therapist by a national staffing company.

Southeastern Fitness and Rehabilitation Asheville, NC *May 2001-August 2003*

- Employed as a staff physical therapist in a high volume outpatient/sports medicine clinic treating a variety of orthopedic injuries in non-operative and post-operative stages.
- Worked directly with associated orthopedic surgeons during clinical hours using evaluative skills and diagnostic tools including x-ray and MRI; provided pre-op and post-op care for surgical patients.

Canadian Imperial Bank Corporation (CIBC) New York, NY *February 2000-April 2001*

Associate Trader in the Municipal Bond Department

- Performed trading activities with in-house traders and outside sales force from a variety of firms.
- Daily activities included making and receiving sales calls based upon current portfolio of company accounts and daily fluctuations in market pricing.

Education

Ithaca College, Ithaca, NY

Master of Science in Physical Therapy-December 1999

Bachelor of Science-May 1998

Activities: Men's Intercollegiate Lacrosse 1994-1997

References available upon request

Brian Bradley Application Questions

What motivates you to apply for this position?

As a resident of the city of Asheville and a young professional in this town, I have a vested interest in seeing the city progress and move forward in a way that would continue to make it a great place to live and work. I believe that my age and position in life would bring a new and different perspective to the council. I have a variety of professional experience including working as an assistant bond trader for a Wall Street firm, practicing physical therapy in a clinical setting in addition to owning a small business for contract physical therapy, and sales experience in a competition medical device field. My work experience has allowed me to learn and see and things from a variety of different positions, something that would serve me well in considering the issues and needs of the city of Asheville and its' residents. I think this is a great opportunity to give something back to the community I live in by being part of a team that will work to solve the problems and issues that we will face in the next year. It is also a challenging and motivating thought to be able to take part in a unique and special opportunity to be involved in the political and governmental process of this country.

Where do you fall on the conservative-liberal spectrum in terms of fiscal and social policy?

I believe that government in general needs to use its' powers and financial means to assist those that need help and/or to provide programs for its citizens. At the same time, part of the job of the elected or appointed officials in government is to determine what programs can be instituted within the framework of the budget that has been set aside. Especially as we look forward to the next few years of potential financial hardship for the city of Asheville and its' residents, staying within the budget while maintaining necessary programs will be a priority. Just like in any home, there are necessary expenses and there are desired expenses. The job of the city council is to determine what the necessary expenditures are, while not putting the city in a difficult financial position because of debt taken on while spreading itself too thin.

In your eyes, what should be the top 2 or 3 priorities our City Council should be focused on in the upcoming year and why?

To continue to make Asheville a great place to live and work I believe the city council needs to make it a priority to promote responsible economic growth while tackling the issue of crime throughout the city and downtown. As the economy continues to give us signs of difficulty to come, we need to promote business and growth throughout the city, while establishing the framework for environmental and intelligent growth. Can we find a way to make it easier for companies and small businesses to work in Asheville without cutting corners that will hurt us in the future? Many of the downtown development deals strike right at the heart of this dilemma. Finding that balance of growth within the long-term plan for Asheville is a top priority.

Crime is an issue that will quickly turn a great town like Asheville into a place that people do not want to visit or relocate to. Whether through prevention with early intervention, and/or better enforcement of existing laws, the city council needs to continue to clean up downtown and other neighborhoods within the city. There are too many areas for a small town that parents would never take their children; including what many people feel is the center of town, Pritchard Park. Houses and cars are broken into regularly by the same criminals over and over; I know this from personal experience. Prevention and enforcement of crime is one priority that is essential for the city council to focus on to continue the growth and well-being of this community.

What do you consider the most crucial problem, need, or cause for the citizens of Asheville? How would you approach its resolution or champion the cause?

I think the most crucial problem or need for the citizens of Asheville is for its leadership to have a comprehensive plan for the city and to work towards meeting those goals. That plan should include an economic growth strategy that stresses environmental and long-term consideration of its impact on the city, crime prevention to continue to make this a great place to live, and overall city planning that will further enhance Asheville as a friendly place for its citizens to live and work. That overall plan includes everything from continuing the necessary and worthwhile existing programs run by local government, planning for expansion of green space and environmentally friendly initiatives such as bike lanes and pedestrian friendly changes within the city limits, and support of affordable housing and bus transportation for people who use and need those services, There are also plenty of other areas of city oversight that are too lengthy to mention. My plan for its resolution would be to provide a voice and a vote for the leadership of the city to make the tough choices on the laws and budgetary concerns that will impact these areas. I believe that Asheville is a great town, serving on its council to continue to form and institute that comprehensive plan would be the best way to champion those causes.

2008-09 and 2009-10 fiscal years will be financially tough for the City. What will be your top funding priorities and what would you like to see reduced to balance the budget?

As in a household budget, when money gets tight decisions need to be made about what are the necessary expenditures and what are the desired expenditures. I think it is naïve of me to think I could make these decisions on what programs to cut or reduce without hearing arguments for their need or impact. In general I feel that the city needs to continue to fund the necessary expenditures that keep this community working and safe; basic services, needed capital projects, etc. Programs that help those less fortunate that need essential assistance need to be continued. Unfortunately the cuts need to come from programs that aren't essential, but that do provide an improvement in the overall quality of life of the residents of Asheville. I don't promote cutting things across the board, but to borrow a phrase used in the presidential campaigns, going through the budgets and programs with a scalpel, not a machete. No one likes to scale back or cut programs, but the job of the city council is to weigh those issues and make those tough decisions.