

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 P. WOODS Home Phone #: 828.670.9330
Street address: 31 GROVE GARDEN AVE City: CANDLER Zip Code: 28715

Mailing address (if different): _____

Employer: SELF-EMPLOYED

Your position: MARKETING CONSULTANT Office Phone #: 828.216.2106

Resident of City: ASHEVILLE County: BUNCOMBE Race: WHITE* Sex: MALE* Age: 34*

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

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 P. Woods

Date: 11-13-08

E-Mail: BPW003@AOL.COM

Fax #: _____

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

BRIAN PATRICK WOODS
31 Grove Garden Avenue Candler, NC 28715
Phone: 828.216.2106 Email: bpw003@aol.com
Height: 6'0.75" Weight: 185

Senior Marketing Executive successful at establishing the vision and strategies necessary to grow any company. Expert at capitalizing on networks and business connections, while negotiating/managing joint ventures and strategic partnerships with multi-million dollar companies. An exceptional leader with strong marketing and management skills.

- Exceptional organizational and supervisory techniques, style and skills.
 - Excellent written and verbal communication skills.
 - Accomplished in Public Speaking
 - Proficient with Microsoft Word, Office Suite, Excel, Powerpoint and internet search engines.
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PROFESSIONAL EXPERIENCE

W SPORTS MARKETING LLC., Asheville, North Carolina August 2007 to Present
Principal

Utilized my expertise on the business side of sport and started a sports marketing business that handles the management and marketing of professional athletes. Currently Serve as a Player Agent for tennis professionals on the WTA and ATP Tour. Develop marketing plans, perform contract negotiations and assist in obtaining sponsorships/endorsements for all clients.

DH MANAGEMENT, Basel, Switzerland April 2006 to March 2007
Consultant - Senior Client Manager

Served as the Client Manager for World Ranked #16 tennis professional Ana Ivanovic. Traveled with and provided all the day the day support which included contract negotiations, marketing, tournament scheduling and public relations. Initiated a successful marketing campaign in North America and overseas which generated significant exposure for client. Due to this success, Ms. Ivanovic is now one the top female brand ambassadors in all of sport. Reported directly to DH Management/NSA-AG CEO Dan Holzmann.

HS INTERNATIONAL INC., Irvine, California January 2005 to August 2007
Consultant - Head of Tennis and Football Division

Successfully developed and implemented a business plan for two new representation divisions within an established sports management firm. Responsibilities included serving as the primary agent for all clients within the tennis division, evaluation and procurement of football prospects, designing individual marketing plans and negotiating player contracts. Created effective recruiting strategies that resulted in obtaining several new clients. Oversaw the day to day management for the football and tennis divisions at HSI.

IOWA STATE UNIVERSITY, Ames, Iowa March 2003 to July 2004
Graduate Assistant Football Coach

Assisted with coaching the Defensive Backfield positions at an NCAA Division I Member School, Primary coaching responsibilities included the safety's and the kick-off returner's. Prepared scouting reports on the opponents for the entire season; Handled recruiting responsibilities for Florida High Schools and Southern California Junior Colleges, including phone calls and film evaluations. Acted as the Pro-Liaison and assisted NFL scouts with their on-campus visits.

THOMAS JEFFERSON HIGH SCHOOL, Tampa, Florida January 2000 to March 2003
Head Track & Field Coach - Assistant Football Coach

Served as the Head Coach for the Boys track & field team. Designed and supervised all practices and workouts; served as the Meet Director for the Western Conference Championship and 3A District Finals. In 2002, coached the Defensive Backs on a football team ranked #11 in the Nation; Defensive Backs unit set State Record for interception returns for Touchdowns. Finished the season as State Runner-Up; Coordinated and implemented the off-season workout/conditioning program for the entire football team.

ATHLETIC EXPERIENCE

Member of the football team, University of Mississippi 1995
Lettered in four Varsity sports, Zephyrhills High School (Florida) 1989-1992

PUBLIC SERVICE ORGANIZATIONS

- MANNA Food Bank, Speakers Bureau
- Asheville Civic Center, Commissioner

EDUCATION

Iowa State University (Ames, Iowa) 23 hours completed towards M.S. in Political Science
Saint Leo University (Florida) 1997 B.S. in Political Science

REFERENCES AVAILABLE UPON REQUEST

From Brian P. Woods, Candidate For Asheville City Council

1. What motivates you to apply for this position ?

Importance of public service; Providing a voice for the young people in our City.

I have an enduring affection for this culturally and economically diverse city and wish to give back. As a great believer in public service and it's importance to a community, nothing could be as worthwhile to me than serving the city of Asheville. And, as a young person on City Council, I could be a strong voice for a significant demographic in our city (25-34 year-olds, at 17.2%, the highest represented group in our population).

I possess the knowledge and education to perform this job effectively.

As a Commissioner for the Asheville Civic Center and with my educational background in Political Science, I understand the function and complexity of local government from the Council-Manager format. From day one as a councilmember, I am confident in my ability to perform the job competently and with a great sense of humility.

The ideal candidate: NO HIDDEN AGENDA.

I offer City Council the opportunity to make an appointment which will best serve and embody the interests of our community. As a registered Independent voter, I will come in with an open-mind and serve with one philosophy: The interests of our City residents come FIRST.

Because of these reasons, I respectfully present myself to City Council for consideration.

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

I favor the guarantee of equal rights and entitlements to all people and tend to favor state regulation or insurance to support this. And in the service of both moral self-interest and self development, I believe it is a responsibility of government to "level the playing field" for the disadvantaged and promote fairness.

However, I favor an economic policy of prudence in government spending and debt. Social programs should only be funded with careful oversight and continuous evaluation for effectiveness.

3. 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 ?

- Affordable Housing for all residents: Our working class is the backbone of our community but, as the cost of living in Asheville continues to rise, many of our residents can't afford the basic need of shelter. And without addressing this critical issue, our homeless problem will only get worse. City Council should make this a priority with programs and policy implementation that offers all city residents affordable and accessible housing regardless of income level.
- Creating a better economic climate with Green initiatives: Our community needs an industry that can provide adequate jobs, better wages and generate a thriving local economy. As a company, it's not just about what you make anymore but, about how and WHERE you make it. Through innovative Green initiatives, Asheville can become a national leader in attracting Green businesses.

4. 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 ?

Creating new jobs and helping the average worker cope with the rising cost of living, are interrelated issues presenting the biggest challenge ahead for the City of Asheville. As a Councilmember, I would welcome the challenge of fostering a program to attract green businesses, spur job growth and generate a thriving local economy.

As a new green economy emerges, Asheville has an exceptional opportunity to attract companies that can bring both financial and personal rewards to our residents. Very few cities across the U.S. embrace the "Green" way of living or can offer an environmentalist culture like Asheville. With this being said, we should strive to become the "Hub" and prime location for Green business. These new and intriguing companies are the desired choice of work for recent college graduates and they offer higher wages for entry-level positions. In time, these "Green Collar" jobs could replace the high paying manufacturing jobs that Asheville has lost in the last ten years.

A simplified plan would resemble this format; Initially, we work hard to promote our green initiatives and continue to establish ourselves as a national leader creating a model for the rest of nation to follow. We then look at providing "real" incentives for companies wishing to open businesses or re-locate to Asheville. Ultimately, our goal should be to transform Asheville into a City where growth is driven by green businesses, the way Silicon Valley is sustained by Internet and technology companies.

5. 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 ?

With the present state of our economy, rising health-care costs and projections of only 2-3% growth in sales and property tax revenues this year, budgeting will become a formidable challenge for City Council. With this said, a balanced budget should be our foremost objective and philosophically speaking, I would take a very bottom-line approach to achieve this. However, any budgetary decisions made should still afford city residents the basic services and essential items at a level that will not diminish their quality of life.

As a Councilmember, I would immediately look to make reductions in non-essential areas such as Culture and Recreation. Another priority should be lowering costs through energy reduction measures. I realize that some of these ideas are already being implemented; the installation of cost effective light bulbs in the Civic Center, utilizing alternative fuels in the City's fleet vehicles, etc.,. However, I feel that we can expand our efforts and continue to find new ways to reduce operating expenses through sound energy conservation measures.

We should also look to the Civic Center in terms of ways to assist with the budget. As a person who has worked with professional athletes and promoted events, I don't believe our current fee scale is comparable to similar venues. As a start, the City of Asheville could create more revenue by increasing usage fees and obtaining more corporate sponsorships / signage inside the Civic Center.

With logical cost-cutting measures in place, I would then advocate for the necessary appropriations to help meet our strategic initiatives in the coming years.