

Bill No. 5032-09

APPOINTMENT

Approving the appointment of Mavis Rainey to serve as a member of the Allegheny County Port Authority for a term to expire on December 31, 2009.

In Council September 22, 2009.

Read and approved by Motion of Council.



Rich Fitzgerald
President of Council

Attest:


Allegheny County Council



DAN ONORATO
COUNTY EXECUTIVE

COUNTY OF ALLEGHENY

OFFICE OF THE COUNTY EXECUTIVE

101 COURTHOUSE • 436 GRANT STREET
PITTSBURGH, PA 15219
PHONE (412) 350-6500 • FAX (412) 350-6512
WWW.ALLEGHENYCOUNTY.US

5032-09

July 31, 2009

Honorable President and Members
Allegheny County Council
119 Courthouse
Pittsburgh, PA 15219

Dear Council Members:

Please find the attached resume of Mavis Rainey, whom I am recommending for appointment to the Allegheny County Port Authority.

The general purpose of the Port Authority is to operate an integrated transportation system for the purpose of moving large numbers of people safely, efficiently and economically. Today, PAT operates approximately 900 buses, 7195 light rails, Incline and ACCESS for the handicapped. I am recommending that Ms. Rainey serve the unexpired term of Catherine Getchell, who has resigned from the Board. This term will end on December 31, 2009.

I appreciate your consideration, and ask you to act on this appointment as quickly as possible. Ms. Rainey will make herself available for review before the appropriate committee if members of Council wish to speak with her.

Sincerely,

Dan Onorato
Allegheny County Executive

ALLEGHENY COUNTY COUNCIL
'09 JUL 31 PM 4:29

PROFESSIONAL EXPERIENCE**Oakland Transportation Management Association, Pittsburgh, Pa****10/2001-Present****EXECUTIVE DIRECTOR**

- Develop, execute and manage the organization's strategic marketing initiatives
- Community Liaison representing institutions, employers, businesses/property owners, and residents with local, regional, and statewide transportation planners
- Supervise administrative support staff and student interns
- Manage collateral development and production including Annual Report, organizational website
- Coordinate community public meetings on transportation issues
- Manage the daily operations
- Develop and Administer fiscal operations budget of \$265,000
- Organize/host quarterly meetings with Board of Directors

MediaSite Inc., Pittsburgh, PA**9/2000 – 3/2001 (Downsized)****MARKETING MANAGER**

- Recruited and developed four-member marketing team.
- Managed execution of strategic marketing operations plan that included media relations, promotions, client direct mail campaigns, and corporate identity/brand development.
- Provided daily support and supervision to marketing team.
- Managed all external creative vendors.
- Managed Marketing budgets and provided monthly and quarterly forecasting reports
- Managed corporate communications internally and externally with investors, media and clients.
- Policed and developed standard internal and external use of corporate branding and positioning message.
- Conducted weekly internal project review and up-date meetings with marketing team and senior management.
- Project Manager for local, regional and national tradeshow program.

Pittsburgh Regional Alliance, Pittsburgh, PA**7/1999 – 9/2000****ASSOCIATE DIRECTOR, MARKETING COMMUNICATIONS AND PUBLIC RELATIONS**

- Supported and managed regional marketing and communications initiatives aimed at economic business development and regional promotion.
- Managed media partnerships within local market.
- Produced bi-weekly news broadcast program communicating the diversity of Pittsburgh's culture, business strength and education/research dynamics.
- Supervised the development and implementation of regional and national campaigns partnering with city and state political affiliates, promoting entrepreneurial business successes and highlighting personal and professional quality of life and opportunities.
- Managed enhancement of the regional Web site with daily/weekly content provided by affiliate associations and external links.
- Organized quarterly meetings with Board of Directors for information briefings on tradeshow and special events
- Administered budget forecasting, purchase order and tracking system that facilitated departmental goals and objectives.
- Managed collateral development and production, which included an Annual Report.

Westinghouse and Eaton/Cutler-Hammer, Pittsburgh, PA**4/1991 – 7/1999****MARKETING COMMUNICATIONS ADMINISTRATOR****1993 - 1999**

- Coordinated marketing communications for engineered product divisions.
- Designed and implemented strategic marketing communications plans for industrial, commercial and residential markets.
- Developed and managed partnerships with suppliers for production of division literature, promotional collateral, and training materials.
- Created and managed Public Relations program enhancing corporate identity in the community.
- Analyzed and facilitated budget planning meetings, enhancing investment returns.

- Managed communication budget of over \$3MM.
- Trained, mentored and recruited organization employees.
- Managed local, regional and national trade show programs.

INSIDE SALES ENGINEER

1991 - 1993

- Liaison between Outside Sales Engineer, Distributor, End User, Product Negotiator and Management.
- Managed and facilitated significant accounts and projects.
- Customer Service Specialist providing product pricing, written quotations and technical support.

ADDITIONAL PROFESSIONAL EXPERIENCE

Diet Center Inc., Pittsburgh, PA

1990 - 1991

CUSTOMER SERVICE PROGRAM SPECIALIST

Madison's, Pittsburgh, PA

1990

SALES ASSOCIATE

Health America, Pittsburgh, PA

1988 - 1990

CONSUMER AFFAIRS REPRESENTATIVE

EDUCATION

Bachelor of Science in Business Administration, Consumer Marketing
Robert Morris University, Coraopolis, PA



COUNTY OF ALLEGHENY

OFFICE OF THE COUNTY COUNCIL

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September 2, 2009

Mavis M. Rainey
30 North Sprague Avenue
Apt. 4
Pittsburgh, PA 15202

Dear Ms. Rainey:

This is to inform you that two Appointment Review Committee Meetings have been scheduled for **4:00 PM, Wednesday, September 9, 2009** and **4:00 PM, Wednesday, September 16, 2009** in Conference Room One, 119 County Courthouse.

Your presence is requested at either of the meetings to discuss before the committee your nomination by the Chief Executive for appointment/reappointment to the Allegheny County Port Authority.

Please be advised that failure to attend either meeting will result in the withdrawal of your appointment and possible resubmission by the Chief Executive at a later date.

Please contact Fomeeka Bey Darwin at 412-350-4303 to inform her of which meeting you will be able to attend.

Sincerely,

A handwritten signature in cursive script that reads "John P. DeFazio".

John DeFazio, Chairman, Appointment Review Committee
Allegheny County Council

JD/fbd



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October 1, 2009

Mavis M. Rainey
30 North Sprague Avenue
Apt. 4
Pittsburgh, PA 15202

Dear Rainey,

This is to inform you that at the Regular Meeting of Allegheny County Council held on September 22, 2009, Council approved your appointment to serve as a member of the Allegheny County Port Authority for a term to expire on December 31, 2009.

Congratulations on your appointment and best of luck in this undertaking. We look forward to receiving your recommendations and stand willing to assist you in any way you believe appropriate.

Sincerely,

A handwritten signature in cursive script that reads "John P. DeFazio".

John DeFazio, Chairman, Appointment Review Committee
Allegheny County Council

JD/fbd