



ANTONIO R. VILLARAIGOSA
MAYOR

December 13, 2012

Honorable Members of the City Council
c/o City Clerk
City Hall, Room 395

Honorable Members:

Subject to your confirmation, I have today appointed Ms. Monica Torry to the Industrial Development Authority for the term ending June 30, 2014. Ms. Torry will fill the vacancy created by Armand Arabian, who has resigned.

I certify that in my opinion Ms. Torry is especially qualified by reason of training and experience for the work that will devolve upon her, and that I make the appointment solely in the interest of the City.

Very truly yours,


ANTONIO R. VILLARAIGOSA
Mayor

ARV:sd

Attachment

COMMISSION APPOINTMENT FORM

Name: Monica Torry
Commission: Industrial Development Authority
End of Term: June 30, 2014

Appointee Information

1. Race/ethnicity: African American
2. Gender: Female
3. Council district and neighborhood of residence: 10 - Central
4. Are you a registered voter? Yes
5. Prior commission experience: Convention and Exhibition Center Authority
6. Attendance record of past commission appointment(s):
7. Highest level of education completed: BA, Mass Communications
8. Occupation/profession: Marketing Services Director
9. Experience(s) that qualifies person for appointment: See attached resume
10. Purpose of this appointment: Convention and Exhibition Center Authority
11. Current composition of the commission (excluding appointee):

| Commissioner | Appointing Authority | APC | CD | Ethnicity | Gender | Date Appointed | Term Ends |
|-----------------------------|----------------------|--------------|----|-----------|--------|----------------|-----------|
| Arabian, Armand RESIGNED | Mayor | South Valley | 3 | Caucasian | M | 18-Jun-09 | 30-Jun-14 |
| De Vivo, Francisco | Mayor | South Valley | 2 | Latino | M | 10-Aug-10 | 30-Jun-15 |
| Montes, Joseph | Mayor | West | 5 | Latino | M | 23-Oct-07 | 30-Jun-16 |
| Zaferis, James | Mayor | Central | 4 | Caucasian | M | 31-May-07 | 30-Jun-13 |
| Sargent, Todd | Council President | | | | | | |
| Hsu, Beatrice | Council President | | | | | | |
| Sella, Carmel | Council President | | | | | | |

MONICA R. TORRY

Summary of Qualifications

- Results-driven and goal-centric management professional with over fifteen years of experience in marketing.
- Top performer delivering consistent achievements in revenue building teams, developing strategic alliances, securing accounts and generating revenue of over \$10 million.
- Proven effectiveness in building deep client relationships.
- Exhibit strong leadership, problem solving, communication and presentation.

Professional Experience

TICKETMASTER

NOVEMBER 2007-CURRENT

Ticketmaster is the world's leading ticketing company, operating in 20 global markets, providing ticket sales, ticket resale services, marketing and distribution through one of the largest e-commerce sites on the Internet

Marketing Services Director

- Develop, execute and measure multi-channel campaigns utilizing Ticketmaster's in-network online and offline assets to drive incremental ticket sales for assigned segment
- Create the template for a more robust offering of marketing services for our clients
- Define infrastructure needed to manage a new marketing services support model
- Create automated system for evaluating, approving, and scheduling marketing support requests from internal and external constituents
- Using critical thinking, work with a cross-departmental team to recommend adjustments that maximize and monetize assets
- Develop a methodology for managing and communicating campaign progress to ensure all marketing plans are effective and are executed accurately
- Track all Ticketmaster marketing activities at the client, market, regional and national level
- Budget and forecast team revenue contributions based on campaign performance and marketing fee assessments
- Manage, mentor and motivate a team of marketing professionals; driving high productivity while raising the bar on standards of excellence

Senior Marketing Manager, National Client Marketing – Los Angeles (2007-2009)

- Oversee all national account and tour marketing projects that created 15M in revenue
- Created marketing plans specific to individual clients, that drove consumer awareness and increased overall ticket sales by 75%
- Manage client objectives while delivering on organizational objectives
- Create sales and marketing proposals to drive adoption of programs, products and initiatives
- Maintain professional internal and external relationships that meet company values
- Manage and mentor a team of marketing professionals
- Assisted the SEM marketing team to develop keyword ad buys to promote special tour offers and drive incremental ticket sales
- Establish and maintain effective working relationships with all internal departments

MAGIC BROADCASTING

MAY 2006-JULY 2007

Magic Broadcasting LLC, headquarters located in Panama City, FL. Magic Broadcasting's line of business is radio broadcast station advertising representative.

Promotions Director /Marketing/Sales – Los Angeles

- Assisted Marketing Director with creation and execution of promotions for advertisers that generated NTR dollars, producer of station concerts generating \$500,000+ in station revenue, created station imaging campaigns for print, television, and interactive marketing.
- Created detailed marketing calendars for station yearly events used to pitch advertisers of sponsoring opportunities.
- Developed station web based rewards program, resulting in increased revenue locally and nationally.
- Assisted Sales Executives with sales calls to national and local clients, development and execution of promotions for clients, and concise copy writing to convey advertising message to the listening audience.
- Managed budgets for promotional events, vendors, and employees.
- Hired, trained, and managed internal promotions staff of twelve.

CLEAR CHANNEL COMMUNICATIONS

AUGUST 1998- MARCH 2006

Global leader in out-of-home advertising with radio and television stations, outdoor displays, and entertainment venues in 66 countries, 1, 225 radio stations, 39 television stations, and 400+ radio stations internationally.

Website Promotion Manager – Los Angeles (2004-2006)

- Created and managed station web based awards programs on 102.7 KIIS-FM and HOT 92 Jamz. Resulting in database growth of 100,000+ persons.
- Implemented and created station marketing campaigns via our interactive marketing programs.
- Provided local and national account executives with creation and execution of all reward program web based promotions.
- Created database surveys to obtain qualitative information.
- Managed a staff of five on daily activities.

National Promotions Director – Los Angeles (2002-2004)

- Negotiated along with a team of three directors to obtain advertising dollars for Clear Channel radio properties from national clients.
- Responsible for correctly scheduling advertising dollars of approximately \$54 million within company systems.
- Created, monitored and recapped national promotions for four out of eight Clear Channel Los Angeles properties (KIIS-FM, KOST-FM, KBIG-FM, KHHT-FM)
- Presented formal presentations to clients.
- Managed staff of five in daily production activities.

National Sales Associate – St. Louis (1999-2001)

- Allocated advertising dollars to appropriate radio properties for national clients.
- Created, monitored, and recapped all national promotions for six radio properties.
- Assisted in writing commercial production for national clients.

National Sales Assistant – St. Louis (1998-1999)

- Performed administrative duties for National Promotions Director (typing, filing, managing calendar, and fielding phone calls).
- Revamped National Sales Department by reorganizing and creating new efficient systems.
- Maintained advertising schedules for six radio stations by scheduling correct advertising dollars for appropriate stations.

EDUCATION

Saint Louis University – Mass Communications

AWARDS/SERVICES/ACHIEVEMENTS

- Previous Los Angeles City Commissioner for the Los Angeles Convention Center
- Volunteer – National Multiple Sclerosis Society and Lupus Foundation
- Volunteer Los Angeles Mission
- Member of Women's Step Up Network assisting young women further their education

~ Excellent References Available Upon Request ~



ANTONIO R. VILLARAIGOSA
MAYOR

December 13, 2012

Ms. Monica Torry

Dear Ms. Torry:

I am pleased to inform you that I hereby appoint you to the Industrial Development Authority for the term ending June 30, 2014. In order to complete the process as quickly as possible, there are several steps that must be taken, many of which require a trip downtown. If you require parking during these procedures, please call Sui Duong in my Office at (213) 978-0724 and he will arrange it for you.

To begin the appointment process, please review, sign and return the enclosed City Commissioner Ethics Pledge, Commission Remuneration Form, Undated Separation Form and Background Release **within one week** of receiving this letter. These documents are necessary to help us ensure the most efficient, open and accountable City government possible. Further, Mayor's Office policy requires you to be fingerprinted as part of the background check that is done on all potential Commissioners. To do so, please bring this letter to the Background Unit of Employment Services Division, Personnel Department Building, 700 East Temple Street, Room 235, Los Angeles, (213) 473-9343. Fingerprints must be taken **within three working days** from the **receipt** of this letter.

Under separate cover you will be receiving a packet from the City Ethics Commission containing information about the City's conflict of interest laws and a copy of the State Form 700/Statement of Economic Interests. City law requires that you complete and return this form **within 21 days** of your nomination to the City Ethics Commission, 200 North Spring Street, City Hall, 24th Floor, Los Angeles, California 90012. Any inquiries regarding this form should be directed to Shannon Prior at the Ethics Commission at (213) 978-1960.



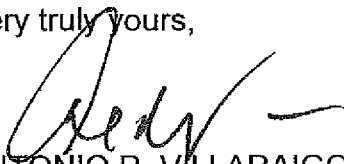
Ms. Monica Torry
December 13, 2012
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As part of City Council confirmation process, you will need to arrange a meeting with Herb J. Wesson, your Councilmember, and Councilmember Tony Cardenas, the Chair of the Housing, Community and Economic Development Committee, to answer any questions they may have. You will be hearing from a City Council committee clerk who will let you know when your appointment will be considered by the Housing, Community and Economic Development Committee. Some time thereafter, you will also be notified by the committee clerk when your appointment will be presented to the full City Council for confirmation. Once you are confirmed, you will be required to take the oath of office in the City Clerk's Office, Room 395, City Hall. Deputy Mayor Matt Karatz's staff will be responsible to assist you during the confirmation process if you have questions.

Commissioners must be residents of the City of Los Angeles. If you move at any point during your term, have any changes in your telephone numbers, or in the future plan to resign (resignation must be put in writing), please contact my office immediately.

Warmest congratulations and thank you for agreeing to continue helping in my efforts to serve the people of the City of Los Angeles.

Very truly yours,



ANTONIO R. VILLARAIGOSA
Mayor

ARV:sd

Attachment I
Ms. Monica Torry
December 13, 2012

Nominee Check List

I. Within three days:

- Get fingerprinted to complete background check.**
No appointment is necessary. Bring the Mayor's letter to:
Background Unit of Employment Services Division, Personnel
Department Building, 700 East Temple Street, Room 235, Los Angeles,
(213) 473-9343.

II. Within one week:

Mail or fax the following forms to: Office of the Mayor, Attn: Sui Duong, Office of
Legal Counsel, 200 N. Spring St., # 303, Los Angeles, CA 90012. Fax: (213)
978-0720.

- Ethics Pledge**
- Remuneration Form**
- Undated Separation Form**
- Background Check Release**
- Commissioner Information Sheet/Voluntary Statistics**

III. Within 21 days:

File the following forms with the City Ethics Commission. *If you are required to
file, you will receive these forms in the mail from that office.*

- Statement of Economic Interest ("Form 700")**
IMPORTANT: The City Council will not consider your nomination until
your completed form is reviewed by the Ethics Commission.
- Residence Verification Form**

IV. As soon as possible, schedule a meeting with:

- Your City Councilmember Herb J. Wesson** (contact at 213-473-7010).
- Councilmember Tony Cardenas, Chair of the Council Committee
considering your nomination** (contact at 213-473-7006).

A member of Deputy Mayor Matt Karatz's staff can assist you with these
arrangements. (Mayor's Office: 213-978-0600)