

Ray O'Connell, Mayor
City of Allentown
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Allentown, PA 18101-1699
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Ray.OConnell@allentownpa.gov

TO: Michael Hanlon
City Clerk

FROM: Ray O'Connell *ROC*
Mayor

DATE: July 9, 2020

SUBJECT: Authorities, Boards, Commissions Appointments

Mayor O'Connell has approved the following appointments for City Council's consideration.

<u>Name</u>	<u>Authority/Board/Commission</u>	<u>Term to Expire</u>
Anna Lightner	Commission on Homeless	
Carolyn J. Hoffman	Commission on Homeless	
Ellen Denizard	Commission on Homeless	
Jennifer Miklus	Commission on Homeless	
Robert Nicoella	Commission on Homeless	
Larry D. Pickens	Commission on Homeless	
Edwin Ramos	Commission on Homeless	
Hope Sabbagh	Commission on Homeless	
Charlene Smalls	Commission on Homeless	
Benjamin T. Stephens	Commission on Homeless	
Michelle Wagner	Commission on Homeless	

I have attached their resumes to this email for your review.

ROC/kal

Attachments

RECEIVED

MAR 12 2020

MAYOR'S OFFICE

REQUEST FOR APPOINTMENT

DATE 2/25/20

AUTHORITY, BOARD OR COMMISSION YOU ARE REQUESTING APPOINTMENT

TO: Commission on Homelessness Allentown

NAME: Carolyn J Hoffman

HOME

ADDRESS: 5240 Green Lawn Drive Macungie

BUSINESS

ADDRESS: 221 N 7th St Allentown PA

TELEPHONE NO. (RESIDENCE) 610 360 6964 BUSINESS

EMAIL: operationoath@gmail.com

PRESENTLY EMPLOYED

BY: Volunteer @ Operation Address the Homeless
work Senior Helpers of the Lehigh Valley

JOB

TITLE: OATH Public Relations | Senior Helpers
Business Development
C) Rent & Conesimr
manager

EMPLOYMENT

(Prior):

EDUCATION:

HIGH SCHOOL GRADUATE:

COLLEGE OR UNIVERSITY GRADUATE

DEGREE/FIELD OF STUDY

☒ YES

☐ NO

☒ YES

☐ NO

Practical Nurse
Business Management

CURRENT MEMBERSHIP IN ORGANIZATIONS AND
OFFICES:

Chamber of Commerce.
Lehigh Valley Aging in Place.

PAST ORGANIZATIONAL MEMBERSHIP AND OFFICES

HELD:

Lehigh County AAA Advisory Board
President of Nursing Class

DO YOU LIVE IN THE CITY OF ALLENTOWN: _____ YES ☒ NO

DO YOU HAVE A SIGNIFICANT "BUSINESS" OR "PROPERTY" INTEREST IN ALLENTOWN? PLEASE EXPLAIN:

I have been volunteering for OATH
for 6 years which is very important to
me. AS a survivor of Domestic Violence
& Sexual Abuse helping the homeless
and helping them to become productive
Citizens. Community help better our community

ARE YOU A REGISTERED VOTER: _____ YES _____ NO

WHY ARE YOU INTERESTED IN THIS APPOINTMENT? BE SURE TO INCLUDE WHAT VALUE YOU WILL BRING TO THE BOARD:

I have been a survivor of Domestic Violence
& Childhood Sexual Assault. I have had
faminy members that have mental health issues
& substance abuse. as a nurse with community
contacts & born & raised here I would be an asset.

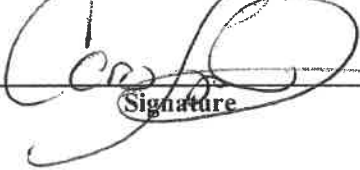
DO YOU ANTICIPATE A CONFLICT OF INTEREST BY SERVING AS A MEMBER OF AN AUTHORITY, BOARD OR COMMISSION: _____ YES ☒ NO

IF YES,
EXPLAIN: _____

IF YOU ARE BEING CONSIDERED FOR REAPPOINTMENT, PLEASE INDICATE HOW MANY TERMS YOU HAVE SERVED NA AND THE YEAR YOU WERE FIRST APPOINTED NA.

I am also very determined to make
things happen and work tirelessly to
accomplish goals. This is bigger than
homelessness. We need to identify the why!

NOTE: This information will be used for making appointments to authorities, boards and commission and in the event you are appointed/reappointed, it may be used as a news release to identify you to the community.



Signature



Date

Please forward this request for appointment, along with a resume to:

**Mayor's Office
City Hall
435 Hamilton Street
Allentown, PA 18101**

CAROLYN HOFFMAN

Macungie, PA 18062

choffman768@gmail.com

610-360-6964



WORK EXPERIENCE

Public Relations Coordinator

Operation Address the Homeless - Allentown, PA

November 2016 to Present

Oversee public relations activities and communications including press releases, social media, company literature, editorial calendars, articles, announcements and media kits. Translate complex financial concepts into crisp, jargon-free messages that speak to target audiences.

Other job duties as needed due to this being a volunteered position.

- Built a favorable brand image with customers, prospects, employees and the public.
- Work as a team to provide and source services to the Guests of OATH.
- Worked to have a building for a drop in center to assist the un-sheltered community members when other services are closed.
- Create relationships with un-sheltered community members based on trust and respect to better help them with the life traumas that they endure on a day to day basis.
- Work with and build relationships with other service providers to better serve our un-sheltered community members.

Client Services Manager, Marketing And Business Development

Confidential - Allentown, PA

2014 to Present

Responsibilities: Offer strategic leadership to the Client Services Team to ensure consistent delivery of prompt and exceptional service; Formulate and implement strategic processes to further enhance service efficiencies and effectiveness; Effectively manage and retain strong relationship with existing clients; Generate and communicate with new clients to meet revenue goals; Build and establish positive and long-term relationships with clients through regular meetings and active communication

Key Accomplishments: Gained distinction for consistently maintaining a 95% sales close rate

Office Manager

Confidential Privately-Held Company - Allentown, PA

2007 to 2015

Responsibilities: Assess and evaluate market trends to plan, strategize, and implement functional marketing activities in alignment with the company's goals and objectives; Monitor and direct the receptionist desk which entails greeting visitors and attending to telephone and in-person requests for information; Render hands-on oversight to all aspects of office operations on a daily basis including files and documents organization, scanning, and faxing data, records, reports preparation, proofreading, and spreadsheets maintenance; Posting job offers on company and social media website; Provide keen attention to detail in reconciling and issuing bills, invoices, and account statements in accordance with established procedures

Key Accomplishments: Successfully achieved 35% projected growth through formulation of a comprehensive financial plan; Ensured continuous expansion and growth of the organization by defining feasible business plans and strategies

Director of Wellness

Woodland Terrace at the Oaks - Allentown, PA

2013 to 2014

Responsibilities: Supervised the daily operations of the Wellness Department; Cultivated and sustained positive and long-standing relationships with government regulators, residents, families, other area healthcare providers, physicians, and the community to effectively coordinate and facilitate community activities; Administered various human resources functions including regular evaluation and provision of feedback on employee's performance; Coached and trained staff; Led and monitored the screening, hiring, and retention of qualified staff; Conducted training for more than 15 new staff members; Fulfilled liaison duties between the management, the clinical staff, and the community; Established continuous improvement of performance and care standards through expert implementation of the Quality Assurance (QA) program; Oversaw the handling and maintained confidentiality of all patient-related information; Reviewed and assessed staffing patterns and nursing care hours to develop action plans for efficiency improvement.

Key Accomplishments: Defined and formulated workable annual goals, objectives, budget, and improvement recommendations; Constantly evaluated patient care procedural changes thereby driving cost reduction while enhancing effectiveness of care; Developed and implemented programs focused on staff education, development, and appreciation; Reduced staff turnover

Admission Nurse

Manor Care Cedar Crest - Allentown, PA

2005 to 2007

Director of Wellness

New Seasons @ Mt. View - Allentown, PA

2003 to 2005

Responsibilities: Supervised the daily operations of the Wellness Department; Cultivated and sustained positive and long-standing relationships with government regulators, residents, families, other area healthcare providers, physicians, and the community to effectively coordinate and facilitate community activities; Administered various human resources functions including regular evaluation and provision of feedback on employee's performance; Coached and trained staff; Fulfilled liaison duties between the management, the clinical staff, and the community; Established continuous improvement of performance and care standards through expert implementation of the Quality Assurance (QA) program; Oversaw the handling and maintained confidentiality of all patient-related information; Reviewed and assessed staffing patterns and nursing care hours to develop action plans for efficiency improvement

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Charge Nurse

Mosser Nursing Home - Trexlertown, PA

2002 to 2003



EDUCATION

Bachelor of Arts in Business in Business

University of Phoenix - Philadelphia, PA
Present

Certification in Practical Nurse

Lehigh Carbon Community College (LCCC)
2001



SKILLS

- Client Service
- Home Health
- Customer Service
- Home Care



CERTIFICATIONS AND LICENSES

Practical Nurse