

Aala Reed Men's Clothier
1320 E. Brady Street
Milwaukee, WI 53202
aalareed4men.com

TO: Brady Street BID Council
FROM: Laura Lutter Cole
RE: Appointment to the BID
DATE: February 15, 2006

It is with great appreciation and enthusiasm that I express my interest to you in becoming a part of the Brady Street BID. As a business owner on Brady Street for the past four years, I have seen the street and surrounding area continue to grow as an increasingly integral part of the city of Milwaukee.

When the concept of Aala Reed was formed in November of 2000, the question of "where shall it be located," was soon answered when a vacant store-front became available on Brady Street. Aala Reed opened one year later and provides up-scale "lifestyle" clothing to men between the ages of 25-55 living in the metro-Milwaukee area. Our out-of-state customer base continues to grow as well, due to the attractiveness of Brady Street as a shopping/dining destination.

- Aala Reed has actively promoted the street through various means, including:
- developing and serving a strong customer base of approximately 3,000 people from the metro-Milwaukee area,
 - regularly encouraging customers and my employees to frequent businesses on the street,
 - organizing cross-promotions with other businesses on Brady Street,
 - fostering relationships with hotel & residential development concierges throughout the city to encourage their support and patronage of Brady Street businesses,
 - marketing through various print medium and in-store events/trunk shows.

As a business owner with a marketing and special events background, I look forward to joining the BID Marketing Committee in planning collaborative events such as the Artisan Food Festival and the Sunday Green Market. The continued growth of residential developments in the area, Brady Street's reputation as a "destination" to out-of-town travelers, and a very strong network of business owners, warrants such events to maintain Brady's reputation as a vibrant and eclectic place where there's always something to do. On behalf of Aala Reed, I am committed to Brady Street's continued growth and success!

LAURA A. LUTTER COLE
4808 W. Woodlawn Court
Milwaukee, WI 53208
(414) 226-2252

EDUCATION:

Roosevelt University - Chicago, Illinois
Lawyer's Assistant Program, Certificate
Civil Litigation Specialty
January 1993

University of Wisconsin - LaCrosse, WI
Bachelor of Science Degree
Public Administration & Political Science, Majors
December 1991

WORK EXPERIENCE:

Ernst & Young Entrepreneur Of The Year® Program Manager (1997 - 2001)

Ernst & Young, Milwaukee, Wisconsin & Chicago, Illinois

Managed and coordinated the Ernst & Young Entrepreneur Of The Year (EOY) program for Wisconsin and Illinois:

- Secured over \$300,000 in sponsorships annually and negotiated all sponsor, patron and vendor contracts.
- Coordinated all aspects of two black-tie award banquets for approximately 400-500 guests each.
- Created printed marketing pieces, direct mail, telemarketing initiatives, etc.
- Coordinated selection of two independent regional judging panels and managed the judging process.
- Coordinated two targeted solicitation initiatives for nominations from Illinois and Wisconsin.
- Served as regional liaison to all nominees, sponsors, judges, and National Entrepreneurial Services Practice.

Event Planner / Marketing Coordinator (1999 - 2001)

Ernst & Young, Milwaukee, Wisconsin

Planned all Ernst & Young Milwaukee office events and marketing initiatives including:

- Served as contact person for Milwaukee office marketing and PR initiatives.
- Coordinated events annually for approximately 250 guests held at different venues in the Milwaukee area.

Administrative Assistant (1995 - 1997)

Prevent Child Abuse America (formerly National Committee to Prevent Child Abuse), Chicago, Illinois

Provided administrative support to the Associate and Executive Directors in the national headquarters:

- Planned and coordinated National Board meetings and dinners.
- Coordinated Ad Council/NCPA strategy meetings, monthly Executive Committee and Long Range Planning meetings and dinners.
- Maintained current file of state and federal child protection legislation and resource literature on child protection reform.

Paralegal (1994 - 1995)

Henry J. Plum Law Office, Wauwatosa, Wisconsin

- Provided litigation support for a small law firm specializing in juvenile law.

Legal Assistant (1993 - 1994)

Peterson & Ross, Chicago, Illinois

- Provided litigation support for a large law firm specializing in insurance/reinsurance defense.

VOLUNTEER / FUNDRAISING WORK:

Milwaukee Wave "Wave of Kindness"
Alzheimer's Association of SE Wisconsin
Friends of Hôpital Albert Schweitzer
George Karl's Friends Of Hoop Foundation

Milwaukee Youth Mentoring Network
LaCasa Family Crisis Center
Healthy Families America