

Jim Needle

The Father's Rights Candidate

Atlanta, GA 30350

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Governor Kemp,

If nominated to the US Senate, I would propose legislation that makes this a father friendly and shared parenting country and state. And that benefits children who later become functioning adults. Many fathers and mothers are alienated from their children or have very restricted access to their kids, due to a poor relationship with the other parent. The family courts often give primary access to the mother or the father is not given a 2nd chance with the child. Children experience trauma when they are removed from regular contact from a loving and fit parent due to divorce or separation. I would enact legislation that gives these dads more rights to their kids. Many social problems are caused due to fatherless-ness households. And many of these fathers did not choose this fate.

Below are some statistics of kids growing up without their fathers. Children growing up without father or in single parent homes experience some of the following:

- 63% of teen suicides are from father-less homes.
- 71% of high school dropouts are from father-less homes.
- 85% of those in prison are from father-less homes.

The societal cost of father-lessness is about \$100 billion annually according to a National Parents Organization study.

Many dads and alienated moms cannot afford or go through their life savings fighting to have access to their children in family courts. Some dads have made mistakes and want a second chance. We must have a society that embraces the father. Some legislation proposals are:

- Military fathers seeking access to their children need expedited court hearings and tax-subsidized legal assistance.
- Mothers refusing to contact the biological father results in a felony offense.
- Decriminalize fathers that do not pay child support that cannot afford it.
- Fathers should get equal access to child care tax credits.
- Legal fees for non-custodial fathers seeking more time with their children should be tax deductible. Non-custodial parents taking money out of retirement accounts to pay legal fees to see their children should not be penalized with tax penalties.
- A mother seeking an abortion needs to sign to get the father's acknowledgement of this procedure. The father must be advised and consulted with when possible, while the mother has final decision making rights.

- Tax incentives are given to businesses with father-friendly incentives.
- E-retailers selling school supplies must include a check-box asking if the both parents have been given the chance to buy the children their supplies through a retail outlet.

Governor Kemp, there are some excellent applicants for this position. I recognize my fate regarding this appointment, however, my ideas should be considered as part of the platform of the candidate chosen and incorporated into legislation at the Gold Dome. I am happy to be part a task force that initiated some of these initiatives. Can you ask your US Senate appointee to have a shared parenting/father's rights advisor? I can fulfill that task. Georgia is one of 4 states without shared parenting legislation within the last 4 years and we must work to change this. Please include my ideas and efforts into ensuring children have both parents active in their lives. My background information is below. Thanks for the consideration.

Jim Needle

Summary:

Data-driven hands-on and client-facing Analytics lead with a history of improving business investments. Skilled at generating profitable marketing campaigns through customer profiling and segmentation techniques. Works across business units and sales channels. Visionary at producing profitable retention and acquisition campaigns by mining unwieldy data.

Business Expertise:

- E-Mail Marketing
 - Marketing Analytics
 - Lead Nurturing
 - Predictive Analytics
 - Multivariate and A/B Campaign Testing
 - Direct Mail Management
 - Campaign Management
 - Project Management
 - Data Science
 - Segmentation techniques
 - CRM Management
 - Database Marketing
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A Data Driven Marketer:

- Develops models to increase Direct and Digital Marketing ROI
- Building and maintaining internal and external client relationships
- Implementing Campaign Management initiatives
- Advisor on annual marketing budget planning

Experienced with the following software: SQL (5 years), SAS (5 years) and certified in 2017, SSRS, HTML, SugarCRM, Salesforce.Com, Google Analytics, IBM Silverpop, VBA, and Expert in MS Excel.

Career History (See LinkedIn for experience before 2002)

Senior Digital Customer Satisfaction Analyst (Contractor)

12/2018 - Current
Atlanta, GA

Delta Airlines (Consumer Insights Group)

- Automated data feeds from 3rd party surveys using SAS, SQL and VBA.
- Analyzed Net Promoter score (NPS) trends from leisure travelers.

Data Analyst (temporary position)

6/2018 - 10/2018
Atlanta, GA

Da Vinci Education Inc. (Educational Services)

- Processed national data using T-SQL.
- Created predictive models to rank student leads.
 - Recommended campaign budgets based on model results

Senior Data Analyst

6/2017 - 5/2018
Atlanta, GA

GigaMonster (Internet Service Provider)

- Provided reporting to support leadership in a high-growth start-up.
- Utilized T-SQL and SSRS to automate reports.
- Configured SugarCRM system to meet business objectives.

Data Analyst

8/2016 - 5/2017
Atlanta, GA

Customer Sentiments (Start-up Text Mining firm, part-time role)

- Developed code that converts free form text into Marketing Concepts.
- Proposed solutions to business leads on the use of the software.

CRM Analyst/Manager

2/2015 - 8/2016
Atlanta, GA

Education Corporation of America (Owns private colleges)

- Managed the Direct Marketing strategy of almost 1 million students, alumni and leads.
 - Facilitated Direct Mail throughout the entire lifecycle.
 - Oversaw 2 Mail vendors and budget.
 - Mapped regional boundaries of mail campaigns using Tableau
- Oversaw Email Marketing initiatives
 - Generated Demand by Mapping out and producing Lead Nurturing Campaigns.
 - Executed an average of 400,000 e-mail deliveries a month.

Marketing Analytics Manager

9/2011- 1/2014
Atlanta, GA

HD Supply (Facilities Maintenance Products)

- Developed initiatives that **increased revenues over \$2 million** from the prior year time period. The initiatives included win back efforts, discounting to receptive segments, and call list scrubbing.
- **Reduced attrition rates by 17%** after developing and implementing Hazard Scores. Sold a monthly at-risk customer cross-functional prevention program to executives.
- Optimized marketing ROI by building a propensity to buy Customer retention model.

Database Marketing Senior Analyst

2/2011- 9/2011
Atlanta, GA

Cox Media Group (Media and Newspaper Subsidiary of Cox Enterprises)

- Advisor for the Cox Newspaper companies to improve campaign management performance. **Reduced the cost per new order (Atlanta Journal Constitution newspaper) by 23% in 2 months! Instrumental in helping the AJC achieve 5 consecutive months of net new orders.**
- Segmented customers and prospects for personalized sales and marketing campaigns.
- Started and implemented a Newspaper Subscription Acquisition Model

CRM Director

7/2009- 2/2011

Quofore (Mobile sales force automation software)

Atlanta, GA

- Leveraged best practices for effective Campaign Management.
- Initiated an Email Lead Generation process.
 - Increased the Email database size 5 times while minimizing unsubscribes.
 - Doubled the Email Open to Click through rates through segmentation techniques.
 - *Consulted with Quofore after July 2010 downsizing.*

Senior Manager, Database Marketing

1/2002 - 3/2009

Sage Software (B2B Software Provider)

Atlanta, GA

Delivered over \$400k in annual profits from 2006-2008

- Managed and optimized marketing campaigns. These included Direct Mail, Email, Outbound, Retail and Web campaigns.
- Managed list delivery of over 2 million customers. Reduced direct mail expenses over 25% while increasing the revenue base (Small Business products).
- Improved customer loyalty and retention with Segmentation techniques. Utilized Clustering and K-Means Segmentation to split the customer base into distinct groups.
- Initiated and launched a segmentation campaign to retain formerly loyal customers. Generated a 37% increased response rate from the prior year.
- Won the DMA Southstar award for the best quarterly campaign (Reactivation initiative).
- Managed a team of 6. Responsible for hiring, coaching, discipline and performance reviews.

Education

B. A.

Major: Urban Studies University of Maryland, College Park
Minor: Statistics

5/1986

Political Background and Shared Parenting/Fathers Rights Experience:

Worked on political campaigns since age 6 (father was in elected office). Have held leadership with political campaigns and long term active member within the Fulton County GOP. Lobbying to establish a Shared Parenting legislation within Georgia and the US.

Active in the national and Georgia father's rights and shared parenting movement since being separated from my child in 2013.

Political Operations Experience:

- Fulton County, Ga. GOP Precinct Chairman, Current. Circle R Club member.
- Precinct Chairman or Vice Chairman in Fulton or Dekalb County for Approx. 16 years since 1994.
- Delegate to County, District and State-wide Georgia and Virginia GOP conventions. Various years since 1988.
- State Steering Committee for: McCain for President (2000), Alexander for President (1996) and active in dozens of other local campaigns for almost 50 years.
- Vice Chairman, North Fulton Young Republicans. (1995 and 1996).
- Leadership in the Youth for Reagan movement (1984).

Shared Parenting Experience

- Co-Chairman, Simplification of Processes Committee, Divorce Corp Group. 2016-2017
 - Frequently wrote and publish letters to the editor.
 - Non-registered lobbyist to local state legislator's.
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Personal

Single father and resident of Sandy Springs, Ga. Resident of Georgia from 1992-2000 and 2002 to current. Raised in the Baltimore, Md. Suburbs. Die-hard baseball fan and news junkie.