CITY OF LOS ANGELES
WORKFORCE DEVELOPMENT BOARD (WDB)
EXECUTIVE COMMITTEE MEETING

Friday, April 26, 2024
10:00 AM - 12:00 PM

Goodwill Southern California - Auditorium

342 N. San Fernando Rd. Los Ángeles, CA. 90031

AGENDA

1. Call to Order/Roll Call
2. Public Comment on Non-Agenda Items

ACTION ITEMS:

3.	Consideration of the Minutes of March 7, 2024, and April 9, 2024	Charles Woo
4.	Approval of Nominees for Consideration by the Mayor for Appointment to the Workforce Development Board (WDB)	Gregg Irish
5.	Approval of Recommendations from the Economic and Workforce Development Department (EWDD) Regarding the Reallocation of Up to $250,000 of Program Year (PY) 2023-24 Los Angeles Reconnections Career Academy (LARCA) 2.0/Gang Injunction Curfew Settlement Funds between WorkSource Centers/ America's Job Centers of California	Donny Brooks
6.	Approval of Recommendations from the Economic and Workforce Development Department (EWDD) to Reallocate Funds and Execute Contracts Related to the Los Angeles County Hire LA's Youth (HLAY) Program	Donny Brooks

ADVISORIES/DISCUSSIONS/PRESENTATIONS/REPORT-BACKS/UPDATES

7.	Presentation by Dr. Kumo Inc., on the CalGrows Program, a state-funded program to raise awareness and to train California State caregivers and care coordinators to address the shortage of 3.2 million caregivers	Dr. Kelly Nguyen
8.	Presentation by the Economic and Workforce Development Department	Gerardo

(EWDD) and Public Hearing to Solicit Input on the Draft Year 25/Program Year (PY) 2024-25 (July 1, 2024 – June 30, 2025) Workforce Development Annual Plan	Ruvalcaba/Donny Brooks

9. Next Meeting

10. Adjourn

Executive Committee:

Charles Woo, Patricia Perez, Garrett Gin, Chad Boggio, David Crippens, Ruth Lopez Novodor, Dr. Alex Davis, La Shondra Mercurius, Nancy Hoffman-Vanyek

PUBLIC INPUT AT WORKFORCE DEVELOPMENT BOARD MEETINGS

The public will have an opportunity to address the Board on any agenda item at the time the item is considered. Members of the public who wish to speak on any item are requested to complete a speaker card for each item they wish to address, and present the completed card(s) to the designated personnel of the Board. Speaker cards are available at the sign-in table at the back of the meeting room. Documents/reports on agenda items are available on the Board's website and may be distributed at the meeting. For updated meeting schedules please visit www.wiblacity.org. For more information call 213-744-7164.

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Phone: 213-744-7164 www.wiblacity.org

3.

DATE: April 26, 2024

TO: Workforce Development Board (WDB)

FROM:

SUBJECT: **Consideration of the Minutes of March 7, 2024, and April 9, 2024**

REQUESTED ACTION:

BACKGROUND:

ADDITIONAL BACKGROUND:

ATTACHMENTS:

Description

No Attachments Available

4.

DATE: April 26, 2024

TO: Workforce Development Board (WDB)

FROM:

SUBJECT: **Approval of Nominees for Consideration by the Mayor for Appointment to the Workforce Development Board (WDB)**

REQUESTED ACTION:

BACKGROUND:

ADDITIONAL BACKGROUND:

ATTACHMENTS:

Description

- Item 4 - Attachment A WDB List by Sector
- Item 4 - Attachment B List of Potential Nominees
- Item 4 - Attachment C List of WDB Members for Continuance on the WDB
- Item 4 - WDB_Current_Membership_Terms_Expired_06.30.2022

CITY OF LOS ANGELES
WORKFORCE DEVELOPMENT BOARD (WDB)
2024

No.	Name	Membership Category	Entity
1.	Allison (Ace) Anaya	Economic & Commty. Dev.	Gender Justice LA
2.	Chad Boggio	Labor	LA/OC Building & Construction Trades Council AFL-CIO
3.	Agustin Cabrera	Labor	Strategic Concepts in Organizing and Policy Education (SCOPE)
4.	Priscilla Chavez	Business	PCL Construction Services, Inc.
5.	Veronica Corona	Business	CM Cleaning Solutions
6.	Michelle Crenshaw	Labor	Intl. Cinematographer's Guild
7.	David Crippens	Business	DLC & Associates
8.	Jesse Cuevas	Wagner-Peyser	State of California Employment Development Dept.
9.	Dr. Alex Davis	Higher Education	LA/Orange County Regional Consortium
10.	Kathy A. Finn	Labor	United Food & Commercial Workers (UFCW) Local 770
11.	Garrett Gin	Business	Bank of America
12.	Hrag Hamalian	Economic & Commty. Dev.	Bright Star Schools
13.	Jaleesa Hazzard	Business	Hazzard Consulting Group
14.	Nancy Hoffman Vanyek	Business	Greater San Fernando Valley Chamber of Commerce
15.	Teraylan (Teri) Hollingsworth	Business	Hospital Assoc. of So. California
16.	Robert A. Lake	Business	MESA Energy Systems
17.	Ruth Lopez Novodor	Business	On Cue Consulting
18.	LaShondra Mercurius	Business	JLM Strategic Talent Partners
19.	Kelly Nguyen	Business	Dr. Kumo
20.	Linda Nguyen	Labor	Center of Worker Training & Leadership
21.	Casey O'Neill	Business	Biocom
22.	Patricia Perez-	Business	VPE Public Relations
23.	Hector Perez-Pacheco	Business	Perez-Pacheco Consulting, Inc.
24.	Gabriel Pimentel	Economic & Commty. Dev.	So. Cal. Indian Center
25.	Jonathan Port	Business	Catalyze Energy

CITY OF LOS ANGELES
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2024

26.	Carmen Rad	Business	CR&A Custom, Inc.
27.	Sergio Rascon	Labor	Laborers Intl. Union of N. America
28.	Steven Simon	Education	LAUSD
29.	Alexandra Suh	Labor	Koreatown Immigrant Workers Alliance
30.	Maria Turrubiartes	Dept. of Rehabilitation	State of Cal. Dept. of Rehabilitation
31.	Charles Woo, Chair	Business	Megatoys
32.	Steve Zimmer	Education	Calif. Department of Education
33.		Business	
34.		Business	
35.		Business	
36.		Business	
37.		Economic & Commty. Dev.	
38.		Economic & Commty. Dev.	
39.		Labor	

ALYSIA M. BELL, M.A., I.O.M.

abell@unitela.com
310.625.6461 mobile

PROFESSIONAL EXPERIENCE

UNITE-LA, CA **2011 – Present**

President

- Currently serves as president of UNITE-LA (since 2022)
- Previously served as Executive Vice President, Senior Vice President, Vice President and Director of Education Business Coalitions
    - Launched organization's national work in partnership with the Association of Chamber of Commerce Executives (ACCE)
    - Raised over $15M and sub-granted nearly $1M to chambers across the country leading promising practices in higher education attainment
    - Graduated over 200 business organization leaders from the Fellowship for Education Attainment UNITE-LA and ACCE co-designed
    - Engaged more than 600 chamber professionals in the Education and Talent Development Division UNITE-LA and ACCE co-launched
    - At the state level, Bell staffed the Education and Workforce Development Committee of the Regional Association of Economic Leaders (R.E.A.L.) Coalition of California

GREATER IRVING - LAS COLINAS CHAMBER OF COMMERCE, TX **2007 – 2011**

Vice President of Workforce Development & Administration

- Led all HR functions including onboarding, goal setting, performance management, talent assessment, succession planning, recognition, professional development, and retention efforts.
- Overhauled local leadership program by revamping curriculum, increasing paid participants by 50%, and establishing high value business sponsorship opportunities, transforming a net negative program into a profitable and rapidly growing program.
- Valued by CEO, Board of Directors, City Manager, Superintendent of Public Schools, and other key business and community leaders as trusted advisor, presenting regularly at key civic and business meetings and serving on numerous committees and boards.
- Secured highest level of accreditation from the U.S. Chamber of Commerce for the first time in the state of Texas by enhancing practices, procedures, programs, and policies through leadership of internal audit team in nine key organizational areas, including governance, human resources, finance, governmental affairs, technology, program development, communications, facilities and benchmarking.
- Innovated environmentally-friendly operational transformation by developing organizational policies in support of green initiative for 9/80 flexible work schedule and winning approval of Board of Directors, resulting in a 10% reduction in overall miles driven by employees and improved employee morale upon implementation.
- Actively engaged in community affairs and staffed the Education Committee, Education Foundation, Technology Leadership Council, Future Leaders of Irving and Workforce Enrichment Council.
- Received Employee of the Year recognition in 2011

Dr. James (Jim) Lancaster
Bio

With a blue-collar chassis serving as the framework for 25 years of higher education teaching and administrative leadership, Dr. Jim Lancaster has made it his passion to move students from poverty to prosperity; just as the community college system did for him when he graduated with an AS in Automotive Technology: General Motors Specialization from Cerritos College and then worked as a Master Chevrolet Technician. Dr. Lancaster later returned to Cerritos College as an adjunct faculty member and Advanced Transportation Center Coordinator. After catching the bug for facilitating student learning, he landed at Citrus College where he taught full-time and held several faculty leadership roles, including president of the faculty association.

Dr. Lancaster recently took on the role of Vice Chancellor of Workforce and Economic Development in the Los Angeles Community College District (LACCD) after serving 6 years as Vice President of Academic Affairs (VPAA) at Los Angeles City College (LACC) and Los Angeles Trade-Technical College. During his time at LACC, Dr. Lancaster led areas typically outside of the role of a VPAA due to a long-term vacancy in the senior administration. This included leading facilities and bond construction. Prior to becoming a VP in the LACCD, Dr. Lancaster was the Dean of Curriculum, Career/Technical, and Continuing Education at Citrus College.

Dr. Lancaster has been active in regional and statewide leadership, previously serving on the CCCCIO executive Board and as chair of the Los Angeles Orange County Regional Consortium. He is currently serving as both an ACCCA mentor and CCCCIO ALIVE mentor, is a Coach for the RP Group IEPI Strategic Enrollment Management program, and is an active member of the ACCCA Executive Board.

In addition to his AS degree from Cerritos, he holds a Bachelor's degree in Vocational Education from CSULB, a MA in Industrial and Technical Studies from CSULA, and an Ed.D in Educational Leadership: Community College Specialization from CSUF. He taught part-time in CSUF's Master's of Higher Education program and co-authored research published in Community College Review. To keep current in instructional practices and developing instructional artifacts, he has done work with LinkedIn Learning as a contingent content reviewer. Often considered a curriculum and program development wonk by peers, his love for creating learning opportunities is anchored in a pragmatic behaviorist methodology.

Dr. James (Jim) R. Lancaster
967 Eastglen Dr., LaVerne, CA 91750
909-706-9209 (m)
lancasterjamesr@gmail.com

Employment

Vice Chancellor of Workforce and Economic Development, Los Angeles Community College District, Los Angeles, CA.
September 2023-Present.

- Lead the day-to-day operations and strategic growth of the LACCD nine college workforce development, grant, contract education, customized training, and adult education programming.
- Provide vision, guidance, and leadership in the development of districtwide strategic initiatives and provide support to the nine colleges in the development of their institutional plans and initiatives related to workforce and economic development focusing on flexible and manageable workforce training and career pathways that result in high-skill and high-wage employment propelling the local and regional economies of Los Angeles and the State of California.
- Lead, guide, and provide technical expertise in the development, review, and execution of district policies, programs, and concerns for initiatives funded with federal and statewide dollars.
- Assist the colleges and district with planning, developing, acquiring, and administering major, competitive grant funded projects in strategic workforce and economic development priority areas.
- Develop long-term relationships and partnerships with business, industry, K12, other higher education, and community representatives to address workforce needs in the LACCD service area, county, state, and beyond.
- Provide executive leadership of the Dolores Huerta Labor Institute and Van de Kamp Innovation Center.

Vice President of Academic Affairs, Los Angeles City College (LACC), Los Angeles Community College District, Los Angeles, CA.

January 2019-August 2023.

- Chief Instructional Officer at institution with 475 faculty, 24 academic departments with more than 50 disciplines, and 17,000 credit and noncredit students.
- Served as the acting president in the college president's absence.
- Served in a limited acting VP of Admin Services role overseeing facilities, bond construction, and information technology from January 2021 through July 2022. Continued to oversee Bond Construction through 2022. Restarted several stalled projects that were in various design phases and moved them into their construction document phase and to the Department of State Architects for approval.
- In addition to providing academic affairs leadership, oversaw several areas often found in student services. This included: outreach & recruitment, advertising/branding, Child Development Center, athletics, and international students.
- Co-chaired the LACC College Council.
- Served as the LACC Emergency Operations Center Manager, including the entire period of the COVID19 pandemic emergency.
- Served as the institution's Accreditation Liaison Officer (ALO). The ACCJC Summative visit was completed March 2023. LACC had zero findings and recieved full reaffirmation of accreditation for the next seven years.
- Lead the academic affairs team to:
    - Correct several scheduling errors that were resulting in a loss of FTES.

    - Correct and align local curriculum system, catalog, and state curriculum inventory to ensure all courses and programs are correctly entered in each system.
    - Map all programs to ensure completion in two years with scheduling for completion in two years.
    - Redesign and streamline Perkins and Strong Workforce allocation processes.
    - Fund and design academic department general fund budgets resulting in fewer budgets for department chairs to manage.
    - Create year-long and micro-credential professional development through ACUE.
    - Increase Promise students by 40% and expand dual enrollment.
    - Increase brand and community image of the college through advertising campaigns that, along with several other strategic actions, increased enrollment at the college for the first time in spring of 2020 after the college had enrollment losses year over year the previous five years.
- Initiated and led a headcount over enrollment strategy during the COVID19 emergency that resulted in LACC having the least amount of lost headcount, enrollment, and efficiency through the pandemic and into 2022.
- Increased the resources allocated to diversity, equity, and inclusion work.
- Launched the Race, Equity, and Social Justice (RESJ) Center.
- Chaired the LACCD CIO Council (2020 to 2023).
- Member of LACCD Human Resources Council and the Safety and Security Oversight Committee.
- Developed the "You Belong Here" and "You Matter Here" campaigns.

Vice President of Instruction, Los Angeles Trade Technical College, Los Angeles Community College District, Los Angeles, CA.
August 2017-January 2019.

- Chief Instructional Officer and Accreditation Liaison Officer at an institution with 180 full-time faculty, nine schools/pathways, and 17,000 students.
- Stabilized Academic Affairs/Instruction by creating and implementing a staffing plan that included hiring critical classified staff, appointing key faculty reassignments, and hiring three deans to fully support the pathway structure; including, bringing on a faculty articulation officer, faculty program review and assessment coordinator, faculty accreditation chair, an administrative assistant, two science laboratory technicians, a graphic designer, and multiple student services assistants for the schools/pathways.
- Finalized the physical build out of the remaining two schools/pathways that included working with the School of Business and Civic Engagement chair and dean to identify and begin the development of core competency coursework, industry partners, and a sequence/schedule to maximize student access and the completion of certificates, local/transfer degrees, the filing of an LLC, or the potential incubation of a business.
- Quadrupled the number of Los Angeles College Promise students attending LATTC full-time from 80 to 320 in one year.
- Increased the number of Associate Degrees for Transfer offered by the college from 5 to 15 by working with the newly hired articulation officer and curriculum chair.
- Collaborated with student services to eliminate silos and further integrate essential funding, activities, and services into each school/pathway, including counseling services and financial aid support to increase student access and success; which, in turn, maximized the institution's funding under the new formula.
- Identified a potential and significant audit issue across the LACCD. Led much of the discussion and process to correct the issues within the scheduling practices and the curriculum.

- Developed a small external relations group and led an advertising campaign to prevent the college from further enrollment decline. The campaign included social media, moving the college website to a new content management system, LiveChat, Google AdWords, print media, cable media, and out-of-home advertising. LATTC was the only college in the district to see an increase in fall to spring headcount during the 2017-18 academic year.

Dean; Academic Affairs, Citrus College**,** Citrus Community College District, Glendora, CA.
July 2008- August 2017.

- Oversight of the Curriculum, Career Technical, and Continuing Education Division. This included the majority of the college's CTE credit programs, workforce development; and all noncredit, community education, and contract training. Responsible for 20+ cost centers and two million in grant funds.
- Provided guidance of the campus' program development, program viability, and the curriculum approval process.
- Led college to 68.5% CTE completion rate, the highest CTE completion rate among all California community colleges (2016 CCCCO Scorecard).
- Co-administrative lead for dual enrollment programs.
- Served on President's Centennial Gala (chair), Strategic Planning (technical co-chair), Emergency Operations Center (Planning Coordinator), Curriculum, Curriculum Technical, SLOA, Information/Technology, Program Review, Accreditation, Marketing/Outreach, Equity, SSSP (noncredit), and Negotiation committees.
- Awarded 2016 Citrus College Lifelong Learning Shining Star.
- Awarded 2014 Citrus College Technological Advancement Shining Star.

Lecturer (part-time), California State University, Fullerton, Department of Educational Leadership, Fullerton, CA.
January 2015-January 2017.

- Taught the EDAD 520 (History/Introduction of Community Colleges) course as part of the Master's in Higher Education program.

Instructor (full-time, automotive technology), Citrus College, Citrus Community College District, Glendora, CA. August 2000-June 2008.

- President of the Citrus College Faculty Association (2007-2008).
- Campus leadership and participatory governance experience: Automotive Service Council program coordinator, Curriculum, Educational Programs, Compressed Calendar, Steering, Student Services, grievance (chair), faculty negotiation team, faculty association treasurer, diversity monitor, Workforce Council, evening administrator on duty, and Presidential Search Committee.

Instructor (part-time, automotive technology), Cerritos College, Norwalk, CA. 1997-2000.

Community Education Specialist/Advanced Transportation Center Coordinator, Cerritos College Advanced Transportation Center, Norwalk, CA. 1998-2000.

- Negotiated and coordinated contracts, projects, courses, and seminars associated with the ED-NET Advanced Transportation Technology Initiative.

Master Chevrolet Technician, Joe MacPherson Chevrolet, Lake Forest, CA. 1991-1996.

Education

Ed.D., **Educational Leadership, Community College Specialization**, California State University, Fullerton. August 2014.
M.A., Industrial and Technical Studies, California State University, Los Angeles. June 2007.
B.V.E., California State University, Long Beach. May 2000.
A.A., Automotive Mechanical Repair, General Motors Specialization. Cerritos College. December 1993.

Publications

Lancaster, J. R., & Lundberg, C. A. (2019). The influence of classroom engagement on community college student learning: A quantitative analysis of effective faculty practices. *Community College Review*. https://doi.org/10.1177/0091552119835922

Presentations

Association of California Community College Administrators Conference (2/21/24). Presenter; Hazards Ahead, Minimize Risk! PPE for an Academic Administrator's Brand.
California Regions at Work Conference (12/8/2023). Moderator; Chief Instructional Officers' Panel.
Association of Continuing and Community Education Zoom In: Shaping the Future: Innovations & Trends in Continuing and Community Education (11/9/2023). Panelist; Leadership in Times of Change.
Los Angeles Area Chamber of Commerce Education Summit (11/8/2023). Panelist; Pioneering Pathways: Thriving in a Changing World.
California Community College Chief Instructional Officers' Conference, ALIVE preconference (4/12/22). Presenter; Labor Market for the CIO.
California Community College Chief Instructional Officers' Conference, ALIVE preconference (4/12/22). Panelist; Partnering with Student Services.
California Community College Chief Instructional Officers' New CIO Academy (10/26/2021). Presenter; Managing Your Brand.
Association of California Community College Administrators Webinar (3/25/21). Co-presenter; Reimagining Our Community Colleges Post-COVID.
Association of California Community College Administrators Conference (2/27/20). Presenter; College Wars: The Rise of Admin.
LACC ASG Retreat (1/11/2020). Presenter; Leading Like a Superhero.
LACC Leadership Academy (4/24/20). Keynote; Leadership Through a Hero's Lens.
California Community College Chief Instructional Officers' Conference (10/23/19). Co-presenter; Equity in Noncredit Programs.
Association of California Community College Administrators Conference (2/22/19). Presenter; Guardians of the Academy: Superheroes Lead an Academic Revolution.
Association of California Community College Administrators Admin 101 (7/24/18). Panelist; Leading Change (AB 705 and Guided Pathways).
CCCAOE Spring Conference (2017). Panelist; Innovation in Regional Partnerships with Economic Development and Business.
Institutional Effectiveness Partnership Initiative Noncredit Summit (5/4/2017). Panelist; Organizational Models of Noncredit Programs: Where should noncredit courses reside?
Association of Continuing and Community Education Spring Conference (2/2/17). Presenter; Strong Workforce Local and Regional Planning Flyover.
CTE Drive-in Workshop; Coastline College (10/28/2-16). Panelist; Strong Workforce Regional Planning.
CCCAOE Fall Conference (2016). Presenter; Labor Market Information (LMI) Essentials.

CCCAOE Fall Conference (2016). Presenter; Advanced Labor Market Information (LMI) Analysis.

Academic Senate for California Community Colleges Curriculum Institute (7/7/2016). Presenter; CTE Curriculum Basics.

Academic Senate for California Community Colleges Curriculum Institute (7/7/2016). Presenter; Developing New CTE Programs—From Inception to Approval and the Importance of Being Intentional.

Academic Senate for California Community Colleges CTE Leadership (5/6/2016). Panelist; Regional Program Approval.

Association of Continuing and Community Education Statewide Conference (2/25/2016). Presenter; Labor Market Analysis for CTE Program Development.

Azusa Pacific University; *Educational Leadership Doctoral Orientation* (1/12/2016). Presenter; History of Community Colleges.

CSU Fullerton; Research Symposium (2/17/2016). Presenter; The Influence of Classroom Engagement on Community College Student Learning: A Quantitative Analysis of Effective Faculty Practices.

Association of Continuing and Community Education Southern Workshop (11/2/2015). Panelist; AB 104 Adult Ed.

CCCAOE Fall Conference (2015). Presenter; Student Progress Indicators: Tactical and Strategic Approaches to CTE Completion.

Rancho Santiago Canyon District Leadership Team Meeting (9/30/2015). Presenter; Effective Faculty Practice in Classroom Engagement "TED Talk."

Los Angeles County School Trustee Association (3/13/2015). Panelist; AB86 Adult Ed.

The Question Is with Anthony Portantino (filmed 1/15/2015). Charter Communications Panelist; Finding Work. https://www.youtube.com/watch?v=bEIK3OaDLuk.

SoCAL WESTOP PDS (9/30/2014). Presenter; Effective Faculty Engagement Practices that Predict Learning Gains in Community College Students.

CSU Trustees Meeting Research Poster Session (9/10/2014). Presenter; The Influence of Classroom Engagement on Community College Student Learning: A Quantitative Analysis of Effective Faculty Practices.

Council for the Study of Community Colleges Annual Conference, Washington D.C. (4/2014). Presenter; Can Research be Useful? Application of Literature on Community College Faculty.

Council for the Study of Community Colleges Annual Conference, Washington D.C. (4/2014). Presenter; The Influence of Classroom Engagement on Community College Student Learning: A Quantitative Analysis of the Role of Faculty in Facilitating Student Success.

5th Annual Education Summit (3/2014). Panelist; Putting California Back to Work.

CCCAOE Leadership Academy (10/2013 and 1/2014). Presenter; Funding EWD and CTE.

CCCAOE Leadership Academy (10/2013, 1/2014, and 10/2014). Presenter; Program Development.

US-China Business Training Center (2013 to 2020, approx. four weekends annually). Consultant/Presenter; Developing Community College Educational Programs.

CCCAOE Spring Conference (2013). Presenter; Engaging Tomorrow's Workforce: SB70 Middle School Summer Programs That Work.

CCCAOE Spring Conference (2012). Presenter; Take Off Those Social Media Arm Floaties, It's Time for the Deep End: Using Social Media for Targeted Outreach.

Greening of the Workforce Summit (2009). Panelist; California Green Workforce for the Jobs of Today and the Emerging Opportunities of Tomorrow.

Local, Regional,
& State Leadership

- Association of California Community College Administrators Member of the Board of Directors (2019-present)
- California Community College Chief Instructional Officers Executive Board Member, Region 7 Board Representative (2021-2023)
- RP Group IEPI Strategic Enrollment Management Coach (2019-2020, 2022-present)
- Association of California Community College Administrators Mentor (2020-present)
- California Community College Chief Instructional Officers ALIVE mentor (2021-present)
- California Community College Chief Instructional Officers Diversity Equity and Inclusion Academy Advisory Member (2020- 2023)
- Los Angeles/Orange County Regional Consortium (LAOCRC) Governance Council Member (2020-2022)
- Bonita USD Superintendent's Advisory Council Member (2019-2021)
- CSUF Higher Education Advisory Member (2017-present)
- Los Angeles/Orange County Regional Consortium (LAOCRC) Program Approval/Recommendation Chair (2015-2017)
    - *Led the regional recommendation process of CTE certificates and degrees from the 27 Los Angeles and Orange County community colleges*
- LA/OC Regional Consortia Voting member (2013-2017), College Resource Leadership Council Chair (2017), & Dean Resource Associate (2016-2017)
- AB86/AB104 Citrus College Adult Ed Consortium Board Member (2013-2017)
- LA/OC Maintenance Superintendents' Association Executive Board (2010-2017)
- LA/OC Maintenance Superintendents' Association Education Co-Chair (2010-2017)
- Bonita USD District Advisory Committee (2015-2017)
- Monrovia Chamber of Commerce/Irwindale Chamber of Commerce (2008-2017)
- LA/OC Regional Consortia Steering Committee (2008-2012, 2014-2016)
- SB1070 Los Angeles Ring Colleges Steering Committee (2013-2017)
- Glendora USD College and Career Readiness Committee member (2015-2017)
- CSUF Dissertation committee member (2016)
- San Gabriel/Foothill Association of Community Colleges mentor (2010/11 and 2013/14)
- Claremont USD, Local Control Accountability Plan Advisory member (2014-2016)
- San Gabriel Valley Economic Partnership Legislative Action Committee (2014-2016)
- Bonita USD School Site Council (2003-2013, 2014-2016)
- Los Angeles Community College Workforce Collaborative Steering member (2013-2016)

Esther Dabagyan

10945 Hortense St #301
North Hollywood, CA 91602

818.489.4029
esther.dabagyan@lausd.net

Education

California State University, Northridge / MA Science Education
2006 - 2009 Northridge, CA

California State University, Bakersfield / Secondary Credential in Biology
2001 - 2003 Bakersfield, CA

- Supplemental Credential in Literature

University of California, Irvine / BS Biology, BA Comparative Literature
1995 - 2001 Irvine, CA

Experience

LAUSD Division of Instruction /CTE-Linked Learning Administrator

2020 - 2023, Los Angeles, CA

- Maintain industry partnerships from 15 industry sectors to provide work based learning opportunities to students
- Provide program evaluation, guidance, funding and support to over 450 career pathways at over 150 school sites with a yearly grant funded budget and 65 central staff members
- Partner with all 9 LACCD colleges to provide industry aligned CTE dual enrollment courses for high school career pathway students

STEM Academy @ Bernstein /Principal

2020 - 2023, Los Angeles, CA

- Led implementation of pandemic procedures from virtual and hybrid instruction to COVID-19 case and close contact tracking
- Led school and community through fentanyl harm reduction program implementation
- Implemented new Dual Enrollment college courses leading to a Medical Assistant certificate
- Established, maintained and grew partnerships such as those with Kaiser Permanente Bernard J Tyson School of Medicine, Woodbury University and the ACE Mentor Program
- Launched school YouTube channel, Instagram, Twitter and Smore weekly newsletters used for weekly communication with families, community partners and staff
- Increased percent of students with registered parent portal accounts from 72% in 2020 to 82% in 2023
- Increased 4 year cohort Graduation rate from 95.4 % in 2019 to 99.3% in 2023

Pilot School Organization /President & Executive Board Member

2020 - PRESENT, Los Angeles, CA

- Led implementation of pandemic procedures from virtual and hybrid instruction to COVID-19 case and close contact tracking

STEM Academy @ Bernstein /Instructional Coach & Lead Teacher

2017 - 2020, Los Angeles, CA

- Chaired the Instructional Leadership Team
- Implemented and gathered data from regular staff reflections, SBAC, IABs, school experience surveys and instructional rounds to help set school-wide instructional goals and guide

professional development.
- Provided one on one coaching to various teachers to help develop their instructional practices
- Managed the CTEIG, Perkins, CPA, YCC and CCPT grants

STEM Academy @ Bernstein /EL Coordinator

2016 - 2017, Los Angeles, CA

- Oversaw ELAC representation on SSC, orientation and informational meetings
- Monitored EL and LTEL students to identify areas of need for reclassification
- Submitted compliance documentation through the Principal's Portal
- Led faculty Professional Development regarding EL standards, students and intervention

STEM Academy @ Bernstein /UCLA IMPACT Mentor Teacher

2011 - 2017, Los Angeles, CA

- Mentored 6 science teachers
- Implemented the gradual release model over the course of a full academic year
- Trained in Cognitive Coaching and utilized in weekly coaching conversations
- Trained by the National Equity Project in Teaching for Equity
- Provided professional development to other participating mentor and student teachers in a variety of topics from project based learning to mastery learning and grading

STEM Academy @ Bernstein /Lead Teacher, Biology, AP Biology and Biomedical Sciences Instructor

2008 - 2017, Los Angeles, CA

- Trained in Project Lead the Way courses for Medical Interventions and Biomedical Innovation
- Taught integrated honors, general, advanced placement and inclusion Biology courses
- Oversaw over 6 grants including reporting and budgets
- Applied for and secured a 1.7 million CTEI grant
- Chaired the Instructional Leadership Team, oversaw Linked Learning Certification, helped implement Mastery Grading and chaired the WASC accreditation team
- Wrote the STEM pilot school plan as a member of the Pilot School Design Team

Le Conte Middle School /Physical Science Teacher

2003 - 2008, Los Angeles, CA

- Taught 4 periods of 8th grade physical science and 1 period of honors 8th grade physical science
- Chaired the Science Department (2005 - 2008)

San Joaquin Valley College /General Education Instructor

2001 - 2003, Bakersfield, CA

- Taught Natural Science, Arithmetic, Pre-Algebra, Microbiology, Chemistry, Anatomy & Physiology and English
- Prepared 5 week accelerated lesson plans intended for 10 week courses
- Adapted course material to suit students with varying skill levels and diverse backgrounds

References

Dr. John Vladovic, Executive Director of Secondary Instruction, LAUSD, 310-991-9771

Travis Brandy, Senior Director of Black Student Initiatives, LAUSD, 213-241-3465

Paul Hirsch, Community of School Administrator, Fairfax 323-817-6461

Esther Soliman, Linked Learning & CTE, LAUSD, 213-241-8754

Jason Doerr, Teacher, STEM Academy of Hollywood, 310-415-7271

Sonia Ochoa, SAA, STEM Academy of Hollywood,

Sandra Chavez, Community Member, 213-840-9463

GREG ERICKSEN

Long Beach, CA | 323.333.5278 | gericksen80@gmail.com | LinkedIn

Mission-driven advocate, innovator, and executive with a nearly two-decade history of excellence in high-impact nonprofit community development and workforce development roles.

Dedicated and driven changemaker, passionate about delivering exceptional results for communities and individuals by building partnerships, analyzing data, and influencing decision makers. Equipped with a deep and wide-ranging leadership skill set which encompasses strategic planning, budget allocation, team recruitment, and program management. Highly regarded for engineering and directing sophisticated programs which help marginalized individuals access employment. Offering a proven talent for spearheading systemic change and fueling economic development, as well as a proven capacity to thrive in challenging, fast-evolving, and diverse environments.

SELECT HIGHLIGHTS

- Spearheaded government programs and allocated grants, leveraging $190M in funding to support community-based businesses and create jobs for people facing barriers to employment (such as homelessness, incarceration, or mental illness).
- Excelled as an advocate, influencer, and relationship builder, cultivating REDF's partnerships with government, business, philanthropic, and nonprofit stakeholders.
- Utilized over $190M in public funding to help social enterprises and communities throughout the country address critical social issues.
- Earned selection as an Obama USA Leader for 2023, entering a prestigious program that recognizes and supports emerging civic leaders with a track record of positive impact.
- Founded and led the West Los Angeles Community Coalition, an organization whose programs have enriched, connected, and empowered the community for six years.

CORE COMPETENCIES

- Recruitment, Training, and Development
- Strategic Partnerships
- Relationship Building
- Capacity Building
- Program Management
- Strategic Planning
- Team Leadership
- Multitasking
- Cross-Functional Collaboration
- Outreach and Marketing
- Communication
- Grantmaking

PROFESSIONAL EXPERIENCE

REDF, LOS ANGELES, CA, JUNE 2018 TO PRESENT

DIRECTOR, GOVERNMENT PARTNERSHIPS & POLICY, JANUARY 2021 TO PRESENT

- Direct policy strategy, oversight, and implementation; focus on influencing federal, state, and local policymakers to promote investment in employment social enterprises (ESEs) and help individuals overcome barriers to employment.
- Spearhead strategic planning and business development to chart a long-term course for organizational growth which includes REDF's 5-year strategic plan.
- Navigate government partnerships and represent the organization to government, business, philanthropic, and nonprofit stakeholders.
- Orchestrate numerous government programs, including CA RISE, California WIOA, LA:RISE, SNAP E&T, Los Angeles County CFET, and High Road Training/Apprenticeships, totaling $160M of public funding to positively impact the community.
- Select, coach, and develop a growing team of 15 FTEs and numerous consultants.
- Assess program performance and impact to optimize funding allocation and identify opportunities for improvement.
- Collaborate cross-functionally to guide outreach and marketing initiatives, mobilizing an aptitude for messaging and an understanding of the organization's audience.
- Champion the organization's DEI efforts, as well as promoting a culture of integrity, innovation, and employee engagement.

KEY ACHIEVEMENTS

- Initiated the $25M CA RISE (California Regional Initiative for Social Enterprise) program, the nation's first statewide capital- and capacity-building investment in employment social enterprises and social entrepreneurs.
- Unlocked and utilized over $160M in public funding to build the capacity of social enterprises and non-profits to address social issues.
- Created and managed the organization's federal CARES Act funding (totaling $46.2M), distributed to more than 1,400 community-based businesses to help retain or hire employees, implement COVID-19-related safety measures, and comply with local health orders.

ASSOCIATE DIRECTOR, REGIONAL PARTNERSHIPS, JUNE 2018 TO DECEMBER 2020

- Cultivated social enterprise capacity in Southern California through hands-on technical assistance and strategic grantmaking.
- Took primary responsibility for the LA:RISE program, a $10M workforce development initiative; established budgets, negotiated contracts, set program goals, defined outreach and communications plan, and advised on policy changes.
- Recruited, coached, and developed a team of three FTEs, an intern, two AmeriCorps VISTA members, and several consultants in support of the project.
- Excelled as primary liaison to Los Angeles County; collaborated with a broad spectrum of additional internal and external partners integral to the development of community programs, including the City of Los Angeles and LA County.
- Advocated for REDF and the LA:RISE Program interests, influencing elected officials and staff, including the LA City Council, LA County Board of Supervisors, the mayor of LA, and established committees and task forces (homelessness, workforce development, reentry, etc.), to secure continued public funding.

CORPORATION FOR NATIONAL & COMMUNITY SERVICE, LOS ANGELES, CA, JUNE 2009 TO JUNE 2018
PROGRAM OFFICER

- Governed a portfolio of 37 federal programs with $16M in resources and 5,065 volunteers, including AmeriCorps and Senior Corps, all aimed at engaging the community to meet the critical needs of underserved and at-risk populations.
- Evaluated and approved funding requests; reviewed grant applications, researched prospective grantees, and prepared/analyzed fiscal documents for executive review; ensured grantee compliance with grant outcomes and reporting requirements and analyzed data to inform future grant strategy.
- Devised, analyzed, and made recommendations on programs and initiatives to achieve transformative results.
- Contributed to the development and implementation of federal government policies, budgets, and strategic/operational plans, including the development of annual guidance for portfolio of grantees.
- Forged strategic partnerships with nonprofits, governmental, and foundation allies to advance volunteerism and community development throughout California.
- Formulated statewide marketing and outreach strategies to influence new audiences and expand the reach of the agency and its partners.

PREVIOUS EXPERIENCE

AMERICAN RED CROSS OF GREATER LOS ANGELES, LOS ANGELES, CA, JUNE 2006 TO JUNE 2009 | **PROGRAM DIRECTOR**
AMERICAN RED CROSS OF GREATER LOS ANGELES, LOS ANGELES, CA, AUGUST 2005 TO JUNE 2006 | **CASE MANAGER & COMMUNITY EDUCATION SPECIALIST**
AMERICAN RED CROSS OF GREATER LOS ANGELES, LOS ANGELES, CA, JUNE 2004 TO AUGUST 2005 | **LOS ANGELES COUNTY AMERICORPS PROGRAM MANAGER**

EDUCATION AND CREDENTIALS

OBAMA FOUNDATION/LEADERS USA PROGRAM, JULY 2023 TO JANUARY 2024

The program offers 100 emerging US-based leaders the opportunity to learn new skills and tools to accelerate positive and lasting change in their communities. Participants are values-driven leaders from every corner of the nation who aim to drive systems-level change across numerous sectors and issues. Requirements include at least three years of demonstrated impact and a passion for helping to strengthen our national culture of democracy.

MASTER OF PUBLIC ADMINISTRATION (M.P.A.), 2007
California State University, Long Beach, CA

BACHELOR OF ARTS (B.A.) IN SOCIOLOGY, 2002
John Carroll University, Cleveland, OH; Minor: Philosophy

AWARDS AND HONORS

- Federal Executive Board Leadership Associate, 2013
- Federal Executive Board Public Service Award, 2010
- White House Guest, Honoring Volunteers and USA Freedom Corps, 2008

PROFESSIONAL AFFILIATIONS

- Social Enterprise Alliance, July 2018 to Present
- Emerging Practitioners in Philanthropy, Member, March 2017 to Present
- Southern California Grantmakers, Organizational Member, January 2013 to Present
- Federal Executive Board – Member, August 2010 to June 2018

VOLUNTEERISM

- West Los Angeles Community Coalition, Founder & Chair, January 2017 to July 2023
- AmeriCorps Alums, Los Angeles Chapter President, January 2012 to December 2019
- West Los Angeles Neighborhood Council, Board Member, May 2014 to May 2017
- The Aspen Institute, Franklin Project Ambassador, May 2015 to September 2016
- Young Government Leaders, Los Angeles Chapter Board Member, October 2013 to December 2015
- United Way of Greater L.A., Combined Fed. Campaign (Loaned Executive), August 2010 to March 2011
- AmeriCorps Member, Los Angeles Chapter, August 2003 to June 2004
- English Instructor in Tanzania, March 2003 to May 2003

ADDITIONAL INFORMATION

Technical Proficiencies:

- **Analytics Tools:** MS Excel, Qualtrics, Qlik
- **Project Management Tools:** Asana, Trello, Lattice
- **General:** Microsoft Office 365, Google Workspace, Salesforce

Interests: Hiking, Paddleboarding, Meditation, Being a rad dad, Marathon training.

Jermaine Hampton Biography

LinkedIn: www.linkedin.com/in/mrjhampton

Jermaine Hampton is an accomplished professional boasting a diverse and robust 14-year career in leadership across the nonprofit, public, and private sectors, particularly in the field of Workforce Development. Presently, Hampton excels as the Vice President of Workforce Development and Special Projects at the Los Angeles County Economic Development Corporation (LAEDC), where he has been for nearly three years. Throughout his career, Hampton has accumulated a wealth of experience and insights, with a strong foundation in the nonprofit sector in Washington D.C., where he first sharpened his expertise in workforce development.

Hampton's journey in public service saw him taking on significant roles in the Department of Employment Services during the Bowser administration in Washington D.C., where he led several transformative programs, effectively showcasing his prowess in public governance and program management. His career also extended to Atlanta, Georgia, where he significantly contributed to overseeing WIOA (Workforce Innovation and Opportunity Act) funded programs in DeKalb County, further demonstrating his dedication to career development and workforce readiness.

In his current role at the LAEDC, Hampton continues to use his comprehensive experience to advocate for change, innovation, and empowerment within the community. He is recognized for his broad expertise in Economic Development, Staffing Services, Business Management, and crucial human-centric services, including support for individuals experiencing homelessness, veterans, youth, and returning citizens. Hampton's leadership is marked by a visionary approach to systemic reform and a philosophy rooted in inspiration and perseverance. This approach has not only led his programs to be recognized as best practice models but also earned him the prestigious National Association of Workforce Development Professionals (NAWDP) Leadership Award in 2015.

As a genuine changemaker, Hampton's dynamic efforts have significantly impacted the lives of thousands, including at-risk youth and adults, veterans, and others, ensuring lasting positive effects and championing a culture of opportunity and empowerment across various demographics.

Kenya Croom

Thought Leader and World Changer

Dedicated to thriving as a world changer through the establishment of lasting and strategic relationships with community leaders and stakeholders. A proven leader with a unique blend of entrepreneurial acumen, creative ingenuity, and a genuine passion for fostering meaningful connections. Leveraging expertise in urban planning to drive sustainable development initiatives that positively impact communities and drive social change.

Contact

Phone
213-605-2871

Email
kenya@asteptofreedom.org

LinkedIn
www.linkedin.com/in/kcroomkirkland/

Website
www.asteptofreedom.org

Education

May 2022
Master of Urban Planning
University of Southern California, Sol Price
Los Angeles, California

May 2003
Bachelors of Arts in Business Administration (Emphasis: Marketing)
Clark Atlanta University
Atlanta, Georgia

Expertise

- Urban Planning
- Executive Leadership
- Community Advocacy
- Fundraising
- Economic Development Strategy
- Team Building

Experience

June 2003 - Present
A Step to Freedom I Los Angeles, CA
Chief Executive Officer

Provide strategic leadership and direction to ensure the organization achieves its mission of providing interim housing and support to individuals experiencing homelessness. Oversees all aspects of the organization's operations, including fundraising, program development, staff management, budgeting, and community outreach. Plays a crucial role in setting organizational goals, developing partnerships with stakeholders, advocating for policy change, and maintaining financial sustainability.

November 2022 - Present
Reshape the Nation | Los Angeles, CA
Founder & Consultant

Provide training and resources for aspiring homeless housing providers. Establish and nurture a supportive network of community based organizations to enhance service delivery in Southern California. Advocate for and deliver technical assistance to help aspiring housing providers in accessing funding sources. Fosters collaboration among stakeholders to improve housing services and outcomes.

March 2021 - Present
R&K Mgmt Firm | Los Angeles, CA
Managing Partner

Engage in real estate development initiatives, taking the lead in property acquisition endeavors while leveraging expertise as an urban planner to pinpoint suitable properties aligning with community needs. Develop strategic approaches for the entitlement and pre-development process, ensuring alignment with organizational objectives and community requirements.

Professional Affiliations & Awards

- South LA Collaborative - Member (2021 - Present)
- Los Angeles African American Women's Public Policy Institute (Class of 2020)
- Los Angeles Office of Diversion and Re-entry: Dept of Community Programs
  Equity, Diversion, Inclusion and Access Committee (2023 - Present)
- Los Angeles County Empowerment Congress - Top 40 under 40 (2020)
- Delta Sigma Theta Incorporated - Inglewood Alumni Chapter
  Social Action Chair (2020 to Present)
- Jack and Jill of America - Inglewood Chapter
  Legislative Chair (2022 - Present)

April 2024

Peter Dreier
Urban & Environmental Policy Department
Politics Department
Occidental College
Los Angeles, California 90041
Phone: (323) 259-2913
e-mail: dreier@oxy.edu

EMPLOYMENT

1993-present	E.P. Clapp Distinguished Professor of Politics Occidental College, Los Angeles, CA (Rank: Full Professor with endowed chair)
1996-2020	Founding Chair, Urban & Environmental Policy Department Occidental College, Los Angeles, CA
March/April 2005	Will and Nan Clarkson Visiting Chair in Urban and Regional Planning, School of Architecture and Planning, University of Buffalo
Spring 2001	Benjamin and Louise Carroll Visiting Professor Department of Political Science, University of Oregon, Eugene, Oregon
l984-1992	Deputy for Housing Policy/Senior Policy Advisor Office of Mayor Raymond L. Flynn, City of Boston Director of Housing, Boston Redevelopment Authority
l98l-l982	Public Service Fellow National Science Foundation
l977-l983	Assistant Professor of Sociology Tufts University, Medford, MA
l976-l977	Visiting Assistant Professor of Sociology University of Oregon, Eugene, Oregon
l975-l976	Visiting Assistant Professor of Sociology University of California, Santa Barbara, CA
1974-1975	Visiting Assistant Professor of Sociology

DePaul University, Chicago, Illinois

EDUCATION

l977 Ph.D. University of Chicago, Sociology

l970 B.A. Syracuse University, Journalism and Sociology (cum laude)

l968-l969 University of London/London School of Economics (honors program)

SELECTED PUBLICATIONS

Books

Place Matters: Metropolitics for the 21st Century
` Lawrence: University Press of Kansas, 2001; 2nd edition, 2005. 3rd edition, 2014. 4th edition under contract, scheduled for publication in 2025. Coauthor with John Mollenkopf and Todd Swanstrom. Winner: 2001 Michael Harrington Book Award, American Political Science Association, for "outstanding book that demonstrates how scholarship can be used in the struggle for a better world"

The Next Los Angeles: The Struggle for a Livable City
Berkeley: University of California Press, 2005; 2nd edition, 2006. Coauthor with Regina Freer, Robert Gottlieb and Mark Vallianatos. (2nd edition, August 2006).

Up Against the Sprawl: Public Policy and the Making of Southern California. Minneapolis: University of Minnesota Press, 2004. Coeditor with Jennifer Wolch and Manuel Pastor. Coauthor of Introduction.

Regions That Work: How Cities and Suburbs Can Grow Together. Minneapolis: University of Minnesota Press, 2000. Coauthor with Manuel Pastor, Eugene Grigsby and Marta Lopez-Garza.

Articles in Academic Journals and Chapters in Books

1. "LAANE Brain: Understanding the Model and Future of the Los Angeles Alliance

for a New Economy" in David Reynolds and Louise Simmons, editors, **Seeking Social Justice and Progressive Power: The Partnership for Working Families Cities,** Routledge Press, 2021 (coauthor with Manuel Pastor and Ashley K. Thomas)

2. "Working for the Mouse: Inequality at Disneyland," **Contexts,** Vol. 19, Issue 1, Winter 2020 (with Dan Flaming) https://journals.sagepub.com/doi/pdf/10.1177/1536504220902198

3. "Philanthropy's Misguided Ideas For Fixing Ghetto Poverty: The Limits of Free Markets and Place-Based Initiatives," **Non-Profit Quarterly**, Volume 22, Issue 1, Spring 2015, pp 54-75. https://nonprofitquarterly.org/philanthropy/25814-philanthropy-s-misguided-ideas-for-fixing-ghetto-poverty-the-limits-of-free-markets-and-place-based-initiatives.html

4. "Building a Movement for Fair Lending, Foreclosure Relief and Financial Reform," in Chester Hartman and Gregory Squires, eds., **From Foreclosure to Fair Lending: Advocacy, Organizing, Occupy, and the Pursuit of Equitable Credit**, Oakland,CA: New Village Press, 2013.

5. "The Battle Over School Funding: The View From Pasadena," **California Journal of Politics and Policy**, Vol. 2, Issue 1. https://escholarship.org/uc/item/6g41m2mf#page-22

6. "The Employee Free Choice Act: Economic Consequences and Political Implications," in John Logan, ed., **Academics on the Employee Free Choice Act**, Berkeley: UC Berkeley Center for Labor Research and Education, May 2009.

7. "The U.S. in Comparative Perspective: Measures of Social and Economic Well-Being," **Contexts,** Vol. 6, No. 3, Summer 2007.

8. "Rebuilding New Orleans After Katrina" **Urban Affairs Review**, Vol. 41, No. 1, March 2006, pages 1-21.

9. "Pulling Apart: Economic Segregation Among Suburbs and Central Cities in Major Metropolitan Areas, 1980–2000," in Alan Berube, Bruce Katz, and Robert E. Lang, editors, **Redefining Urban and Suburban America, Volume 3**,

Washington, D.C.: Brookings Institution Press, 2006 (with Todd Swanstrom, Colleen Casey, and Robert Flack)

10. "Los Angeles: Region by Design," in Janet Rothenberg Pack, ed., **Sunbelt/Frostbelt: Public Policies and Market Forces in Metropolitan Development.** Washington, D.C.: Brookings Institution Press, 2005, pages 55-109 (Coauthor with Jennifer Wolch, Manuel Pastor, and Pascale Joassart-Marcelli).

11. "Regionalisms Old and New," in Richard A. Clucas, ed., **Readings and Cases in State and Local Politics**, Boston: Houghton-Mifflin, 2005 (with John Mollenkopf and Todd Swanstrom).

12. "Making Southern California: Public Policy, Markets, and the Dynamics of Growth," in Jennifer Wolch, Manuel Pastor, and Peter Dreier, editors, **Up Against the Sprawl: Public Policy and the Making of Southern California**, Minneapolis: University of Minnesota Press, 2004, pages 1-41 (with Jennifer Wolch and Manuel Pastor).

13. "The Future of Community Reinvestment: Challenges and Opportunities," **Journal of the American Planning Association**, Vol. 69, No. 4, August 2003, pp. 341-353.

14. "Protest, Progress, and the Politics of Community Reinvestment," in Gregory Squires, ed., **Organizing Access to Capital: Advocacy and the Democratization of Financial Institutions**, Philadelphia: Temple University Press, 2003.

15. "The Urban Crisis A Decade Since the LA Riots," **National Civic Review**, Vol. 92, No. 1, Spring 2003, pp 35-55.

16. "Economic Inequality and Public Policy: The Power of Place," **City & Community**, Volume 1, No. 4, December 2002, pp. 349-372 (coauthor with Todd Swanstrom and John Mollenkopf).

17. "The New Boston Discovers the Old: Tourism and the Struggle for a Livable City," in Susan Fainstein and Dennis Judd, eds., **The Tourist City**, New Haven, Yale University Press, 1999 (with Bruce Ehrlich).

18. "The New Politics of Housing: How to Rebuild the Constituency for a Progressive Federal Housing Policy," **Journal of the American Planning Association**, Vol. 63, No. 1, Winter 1997, pp. 5-27.

19. "The Struggle For Our Cities," **Social Policy**, Vol. 26, No. 4, Summer 1996, pp. 9-23.

20. "America's Urban Crisis," in John C. Boger and Judith W. Wegner, eds., **Race, Poverty, and American Cities**, Chapel Hill: University of North Carolina Press, 1996, pp. 79-141.

21. "Urban Politics and Progressive Housing Policy in Boston," in Dennis Keating, Norm Krumholz, and Phil Star, eds., **Revitalizing Urban Neighborhoods**: Lawrence: University of Kansas Press, 1996, pp 63-82.

22. "Community Empowerment Strategies: The Limits and Potential of Community Organizing in Urban Neighborhoods," **Cityscape: A Journal of Policy Development and Research,** Vol. 2, No.2, May 1996, pp. 121-159.

23. "Making the Case for Cities," **Challenge: The Magazine of Economic Affairs**, Vol. 38, No. 4, July/August 1995, pp. 29-37.

24. "Putting Cities on the National Agenda," **Urban Affairs Review**, Vol. 30, No. 5, May 1995, pp. 645-656. (Formerly **Urban Affairs Quarterly**).

25. "America's Urban Crisis: Symptoms, Causes, Solutions," **North Carolina Law Review**, Vol. 71. No. 5, June 1993, pp. 1351-1402.

26. "The Role of Nonprofit Housing in Canada and the United States," **Housing Policy Debate**, Vol. 4, No. 1, 1993, pp. 43-80 (with David Hulchanski).

27. "A National Housing Agenda for America," **Real Estate Finance Journal**, Vol. 8, No. 3, Spring 1993, pp. 56-66. (with John Atlas)

28. "How to Expand Homeownership for Americans," **Challenge: The Magazine of Economic Affairs**, Vol. 35, No. 2, March/April 1992, pp. 42-47 (with John Atlas).

29. "Redlining Cities: How Banks Color Community Development," **Challenge: The Magazine of Economic Affairs**, Vol. 34, No. 6, November/December 1991, pp. 15-23.

30. "Downtown Development and Urban Reform: The Politics of Boston's Linkage Policy," **Urban Affairs Quarterly**, Vol. 26, No. 3 March 1991, pp. 354-377 (with Bruce Ehrlich).

31. "Economic Growth and Economic Justice: Populist Housing and Jobs Policies in Boston," in Gregory D. Squires, ed., **Unequal Partnerships: The Political Economy of Urban Redevelopment in Post War America**, New Brunswick: Rutgers University Press, l989.

32. "What Every Business Can Do About Housing," **Harvard Business Review,** Vol. 66, No. 5, September/October l988, pp. 52-6l (with David Schwartz and Ann Greiner).

Reports (selected)

1. ***"Measuring LA's Mansion Tax: An Evaluation of Measure ULA's First Year,"*** *April 2024 (primary coauthor with Joan Ling)* https://www.oxy.edu/about-oxy/community-engagement/uepi/publications/ula-report

2. ***"An Analysis of Measure ULA: A Ballot Measure to Reform Real Estate Transfer Taxes and Address LA's Housing and Homelessness Crisis,"*** September 2022 (coauthor with Shane Phillips, Joan Ling, Jackson Loop, Scott Cummings, Manuel Pastor, and Seva Rodnyansky https://www.lewis.ucla.edu/wp-content/uploads/sites/17/2022/09/ULA-White-Paper.pdf

3. ***"Hungry At the Table: White Paper on Grocery Workers at the Kroger Company,"*** Economic Roundtable and Occidental College Urban & Environmental Policy Institute, January 2022 (with Dan Flaming). This study involved a survey of over 10,000 front-line Kroger Co. grocery workers in Southern California, Washington, and Colorado. The report examined the workplace conditions of grocery workers during the COVID pandemic who worked for Kroger, the nation's largest grocery chain, 4th largest employer, and 17th large company in terms of sales ($132.5 billion). https://economicrt.org/publication/hungry-at-the-table/

4. ***"Pasadena's Tale of Two Cities,"*** Urban & Environmental Policy Institute, Occidental College, January 2019. http://www.peterdreier.com/wp-content/uploads/2019/01/Pasadenas-Tale-of-Two-Cities-2019-final-pdf-version.pdf (This is an update of similar reports for 2010 and 2016)

5. ***"Working for the Mouse: A Survey of Disneyland Resort Employees,"*** Urban & Environmental Policy Institute and Los Angeles Economic Roundtable, February 2018 (with Dan Flaming)

https://economicrt.org/wp-content/uploads/2018/02/ERt-Disneyland-final-2-20-2018.pdf and https://www.oxy.edu/sites/default/files/assets/UEPI/ERt%20Disneyland%20final%202-20-2018%20%281%29.pdf

6. ***"Food Insecurity Among University of California Employees,"*** Urban & Environmental Policy Institute, October 2016 (coauthor with Megan Bomba and Rosa Romero).

7. ***"Underwater America – How the Housing Recovery is Bypassing Many Communities,"*** Haas Institute, UC-Berkeley, May 2014 (with Alex Schwartz, Saqib Bhatti, Robert Call, and Gregory Squires) https://belonging.berkeley.edu/underwater-america

8. ***"Job Killers" in the News: Allegations without Verification***, June 2012. This report examined stories in four major media outlets between 1984 and 2012 about the phrase "job killer," which was typically used as an allegation against government policies designed to protect consumers, workers, and the environment. It looked at the frequency of the phrase, how it was used, who were the sources of the allegation, and whether reporters sought to fact-check the "job killer" allegation or even offered a balanced perspective. The study examined all stories with the phrase "job killer" in the *New York Times, Washington Post, Wall Street Journal*, and Associated Press over that period. Coauthored with Christopher Martin.

9. ***Pulling Apart: Economic Segregation Among Suburbs and Central Cities in Major Metropolitan Areas***, Washington, D.C.: The Brookings Institution, October 2004 (co-author with Todd Swanstrom, Colleen Casey, and Robert Flack) https://www.brookings.edu/research/pulling-apart-economic-segregation-among-suburbs-and-central-cities-in-major-metropolitan-areas/

10. ***Using Tax Policy to Increase Homeownership Among Low- and Moderate-Income Households***. Report submitted to Ford Foundation, January 2002 (coauthor with Andrew Reschovsky and Richard Green).

11. ***Housing in Los Angeles: Policy Options***. Report for the Economic Summit sponsored by the Catholic Archdiocese of Los Angeles, Los Angeles County Federation of Labor, and Greater Los Angeles Chamber of Commerce, March 2001.

PUBLIC SERVICE ACTIVITIES

- Member, Pasadena Rental Housing Board (April 2023 -). Appointed by the Pasadena City Council

- Member, Los Angeles Revenue Commission (2017-). Appointed by Mayor

Eric Garcetti

- Steering Committee, Pasadenans for a Livable Wage (2015-)

- Member, Board of Directors, Los Angeles Alliance for a New Economy (2006-)

- Coro Fellows Program, selection committee (2000 -)

- Campaign Committee, Yes on TT Campaign ($400 million public school bond), Pasadena, June - November, 2008.

- Member, Board of Directors, Pasadena Education Foundation (2004 -)

- Member, Selection Committee, James A. Johnson Community Fellows Program, Fannie Mae Foundation (2003 -)

- Member, School Choice Commission, Pasadena Unified School District, appointed by Superintendent of Schools (2002 -).

- Board of Directors, Southern California Association for Non-Profit Housing (1996-)

- Community Investment Task Force, United Way of Greater Los Angeles (1999-)

- Housing Crisis Task Force, Los Angeles City Council (1999-2000)

- Economic Development Task Force, Los Angeles City Council (1999-2000)

- Advisory Committee, California Budget Project (1999-)

- Pasadena Charter Reform Task Force (appointed by City Council) (1997-98)

- Advisory Board, Liberty Hill Foundation, Los Angeles (1996-)

- Testified before the following legislative bodies on various economic development and housing issues:

- U.S. Congress
- Massachusetts State Legislature
- California State Legislature
- Los Angeles County Board of Supervisors
- Los Angeles City Council

- Anaheim City Council
- Philadelphia City Council

GRANTS, FELLOWSHIPS, AND CONSULTING

- Washington Mutual Bank Foundation ($25,000) and Union Bank Foundation ($10,000), Affordable Housing Summer Internship Program. Grants to provide paid full-time summer internships ($3,000 stipend plus room-and-board) for seven Occidental students to work for community-based nonprofit organizations in Los Angeles involved in affordable housing advocacy and development. 2006- present. I initiated the program and serve as its coordinator, wrote the grant proposals, selected the students, supervised their internships, and taught a weekly seminar.

- Brookings Institution, Co-Principal Investigator, "Spatial Inequalities in Metropolitan Areas," (with Todd Swanstrom and Robert Flack of St. Louis University), 2005, $8,000.

- Ford Foundation, Co-Principal Investigator, "Using Tax Policy to Increase Homeownership Among Low- and Moderate-Income Households," July 1, 1999 - February 28, 2001, $655,000. (Co-principal investigator with Andrew Reschovsky and Richard K. Green, University of Wisconsin. Grant administration: Institute for Research on Poverty, University of Wisconsin)

- City of Santa Monica, Evaluation of the city's inclusionary housing program, January 2000

- Fannie Mae Foundation, "The Politics of Federal Housing Policy: Lessons from the 1949 Housing Act," July - December 1999, $3,000.

- Ford Foundation, Principal Investigator, "Developing a Housing Tax Credit to Expand Homeownership Among Low- and Moderate-Income Households," November 1, 1997 - September 1, 1998, planning grant, $72,061. (Grant administration: National Housing Institute)

- Irvine Foundation, Co-Principal Investigator, "Building the Sustainable Metropolis," June 1998 - May 2001, $166,000. (Co-principal investigator with Jennifer Wolch of USC and Manuel Pastor of UC-Santa Cruz. Grant administration: University of Southern California, Southern California Studies Center).

- Haynes Foundation, Solutions Research Program, "Linking Regional and Community Development in a Changing Economy," June 1995 - September 1996, $289,000. (With Manuel Pastor, Eugene Grigsby and Marta-Lopez Garza).

- Haynes Foundation, Faculty Research Grant, "Business and Civic Leadership in Los Angeles," Summer 1994, $8,000.

- U.S. Department of Housing and Urban Development. Prepared report on "Community-Based Empowerment Strategies December 1993 - June 1994. $3,000.

- Connecticut Conference of Municipalities. Prepared report on "A Healthy Connecticut Needs Healthy Cities: A Report on the Link Between Cities, Suburbs, and Metropolitan Areas in Promoting Economic Prosperity and a Strong Social Fabric." May 1994. $2,500.

- Public Service Science Residency, National Science Foundation (l98l-82). Under this grant, I provided technical assistance to a variety of public interest/community organizations on housing, social welfare, environmental, and related issues.

OCCIDENTAL COLLEGE ACTIVITIES

- Director, Public Policy Program (l994-1998)
- Chair, Urban & Environmental Policy Department (1998-2017)
- Faculty Council (1995-98) – elected by faculty
- Member, Academic and Development Coordinating Group (2016-)
- Member, Honorary Degrees Committee (1997-)

Personal Information

Born: July 12, 1948
Citizenship: US
Wife: Catherine Theresa (Terry) Meng (Married July 5, 1992)
Children: Amelia Dreier and Sarah Dreier (twins born Dec. 17, 1996)

BIOGRAPHY

Sarah R. Harris

President & CEO, Black Business Association
Founder & President, SuiteEvents
Publisher-in-Chief, Suite Life SoCal

In 2022, Sarah R. Harris embarked on an inspiring journey as she assumed the prestigious role of the first female President and Chief Executive Officer of the Black Business Association (BBA) in Los Angeles, California. Hailing from Riverside, California, Sarah brings with her over two decades of invaluable experience as a dedicated member of the BBA.

She leads the organization with unwavering determination amidst two significant challenges: carrying forward the remarkable 50+-year legacy established by former President and current Chairman and President Emeritus, Earl "Skip" Cooper, II, and navigating the ever-evolving landscape of the Black business community, vastly different from its origins in 1970.

Sarah's tenure as a creative and strategy consultant for the BBA has been nothing short of transformative. Her innovative approach has earned her the trust and admiration of the Board and community leaders alike. With her guidance, the BBA is embracing a new era that not only respects the foundation laid by previous leaders but also paves the way for an exciting evolution.

Beyond her role with the BBA, Sarah is a shining entrepreneur, having founded and presided over SuiteEvents, a dynamic design and marketing company since 1998 that has serviced more than one hundred clients in both public and private sectors. Her entrepreneurial spirit also extends to publishing, where she launched SAVE THE DATE in 2000 and later introduced Suite Life SoCal in 2019. Through these ventures, Sarah has provided invaluable services to over a hundred organizations, government agencies, elected officials, and small businesses.

As a celebrated publisher, Sarah has captivated audiences with Suite Life SoCal, delivering compelling content and stunning designs that set a new standard in the industry. Her magazine has featured exclusive interviews with renowned personalities such as Kadeem Hardison, Tavis Smiley, and Tammi Mac, alongside prominent community leaders and businesses.

In recognition of her expertise and leadership, Sarah was appointed as a Commissioner on the Los Angeles County Small Business Commission in 2022. Here, she joins a prestigious group of leaders and business owners tasked with representing and advocating for the interests of the small business community in Los Angeles County. Additionally, Sarah serves as a co-chair on the BizFed Institutes' Arts, Entertainment, Sports & Olympics Committee.

Sarah's educational journey includes graduating from UCLA Anderson School of Management, where she earned a Management Development for Entrepreneurs (MDE) certificate. A proud alumna of Scripps College and a devoted resident of Los Angeles, Sarah is deeply committed to making a positive impact on the world around her. Her mission is to leave a legacy of service and empowerment, ensuring that she leaves the world better than she found it.

In addition to her professional accomplishments, Sarah takes immense pride in her role as a loving mother to her son, Xavier Harris, a graduate of Tuskegee University.

Short Bio (153 words)

Sarah R. Harris, the first female President and CEO of the Black Business Association (BBA) headquartered in Los Angeles, California, brings with her over two decades of invaluable experience as a dedicated member of the BBA. Harris navigates the organization through evolving challenges while honoring its 50-year legacy. Sarah's innovative consulting approach has earned her community trust, amplifying the BBA's impact. As founder of SuiteEvents and publisher of Suite Life SoCal, she has served over 100 public and private entities with top-quality design/marketing services and engaging publications. Appointed as a Commissioner on the Los Angeles County Small Business Commission, Sarah advocates for small business interests. A graduate of UCLA Anderson School of Management's Management Development for Entrepreneurs (MDE) program, she prioritizes service and empowerment, striving to leave a positive mark on her community. As a dedicated mother and proud alumna of Scripps College, Sarah is committed to creating a brighter future for all.

Biography

Vartan Djihanian

Mobile: (202) 558-8375 | Email: vdjihanian@gmail.com

Vartan Djihanian is a seasoned professional with over 30 years of experience in government affairs, public policy, and electoral politics at the federal, state, and local levels. Currently serving as the Director of Global Government Affairs at Lam Research, a leading supplier of wafer fabrication equipment and services to the semiconductor industry, Vartan leverages his strategic communications, government relations, and regulatory affairs skills to advocate for Lam's interests before policymakers, stakeholders, and relevant organizations and associations.

Prior to his current role, Vartan served as the Director of the Western region in the Congressional and Public Affairs Division at the U.S. Chamber of Commerce, where he played a pivotal role in developing pro-business legislative and political activities across five western states. His extensive experience also includes serving as an adviser and communications director for distinguished members of Congress and contributing to high-profile political campaigns nationwide.

Vartan's educational background includes a B.A. and an M.B.A. from UCLA, reflecting his commitment to excellence and lifelong learning. He has a diverse range of specialties, including U.S. Government Relations, Regulatory Affairs, Public Affairs, Small Business advocacy, and Smart Cities initiatives.

In addition to his professional accomplishments, Vartan is actively engaged in civic and community leadership. He was honored as part of the 2023 Bruin Excellence in Civic Engagement (BECE) cohort, recognizing his contributions to improving our communities through civic leadership. Vartan currently serves as the Vice Chair of the Los Angeles County Small Business Commission, where he continues to champion initiatives that support small businesses and promote economic growth in our region.

Vartan resides in Los Angeles with his wife, Lauren, and their three young boys. He remains deeply committed to the well-being and prosperity of our city.

VARTAN DJIHANIAN ♦ 1205 Cortez Dr. Glendale, CA 91207 ♦ 202-558-8375 ♦ *vdjihanian@gmail.com*

PROFESSIONAL EXPERIENCE

Lam Research Corporation — **Los Angeles, CA**
Director, Global Government Affairs — ***October 2022 – Present***

- Lead Lam's interactions with state governments, actively shaping the company's public policy agenda.
- Collaborate with internal stakeholders to develop and execute Lam's public policy initiatives.
- Proactively engage with external stakeholders, including U.S. state governments, business community leaders, and other communities of interest.

United States Chamber of Commerce — **Los Angeles, CA**
Director, Western Region (CA, AZ, NV, UT, HI) — ***January 2017 - October 2022***

- Directed U.S. Chamber's legislative and political activities in Arizona, California, Hawaii, Nevada, and Utah.
- Utilized public speaking skills to address the media, over 750 local chambers of commerce, trade associations, public officials, and community groups on a weekly basis.
- Advocated to members of Congress and their staff on key business priorities and policies.

Katz & Associates/LA Regional Interoperable Communications System — **Los Angeles, CA**
Government Relations Director — ***November 2013 – January 2017***

- Directed an initiative to persuade 88 municipal governments across Los Angeles County to join a coalition building the largest public safety broadband network in America.
- Developed advocacy plans, engaged policymakers, built grassroots coalitions and responded to media inquiries.
- Worked cross-functionally with technical, public affairs, and strategic communications teams to advance project goals.

U.S. Senate & U.S. House of Representatives Candidates — **Wisconsin/New York/Florida**
Campaign Manager/Deputy Campaign Manager — ***2010 - 2012***

- Served as Campaign Manager for Joe DioGuardi (NY) for U.S. Senate, Bruce O'Donoghue (FL) for Congress, and Deputy Campaign Manager for Tommy Thompson (WI) for U.S. Senate.
- Oversaw all aspects of the campaign, including: writing campaign plan, budgeting, media relations, messaging, grassroots, digital advertising, fundraising, managing vendors, hiring, and overseeing upwards of 15 staff members.

U.S. House of Representatives — **Washington, DC**
Communications Director/Press Secretary — ***February 2003-January 2009***

- Served as a Communications Director/Press Secretary for U.S. Reps John Campbell (CA-48), Rick Renzi (AZ-1), Howard P. "Buck" Mckeon (CA-27) and Tom Feeney (FL-24).
- Responsible for developing and implementing all aspects of Member's strategic communications plan.
- Advised members of Congress on key policy issues, including financial services, technology, taxes, and regulations.
- Wrote all speeches, newsletters, opinion editorials, press releases, and talking points.

CA State Senator Bill Morrow (CA-38) — **San Diego, CA**
District Chief of Staff — ***October 2005 – July 2006***

- Exercised ethical judgment and decision making skills to supervise all aspects of State Senator's District operations, including management of field staff, media and direct mail campaigns, casework, and special events.
- Supported driving engagement with local stakeholders and civic associations on local initiatives and opportunities.

James E. Rogan for Assembly/Congress (CA-27) — **Glendale, CA**
Field Representative — ***1993-2000***

- Coordinated an extensive grassroots campaign, organizing thousands of volunteers from around the country.

U.S. House of Representatives — **Washington, DC**
Congressional Page — ***1997***

- One of sixty-six students appointed by the Speaker of the House.

BUSINESS COMMUNITY LEADERSHIP

- Los Angeles County Small Business Commissioner — **Los Angeles, CA (2023-present)**
- Business Oregon Strategic Plan Advisory Committee Member — **Salem, OR (2023-present)**

EDUCATION

UCLA Anderson School of Management, 2015 ♦ MBA
UCLA ♦ Bachelor of Arts, 2002 ♦ Major: Political Science ♦ Minor: Public Policy

LOS ANGELES UNIFIED SCHOOL DISTRICT (LAUSD), CA **2005 – 2006**

Personnel Selection Branch

Lead Human Resources Specialist

- Identified critical competencies necessary for employees to successfully hit the ground running by conducting job analyses in collaboration with hiring managers and subject matter experts.
- Ensured accurate job classification descriptions and salary structures aligned to current organizational policy and personnel management practices.
- Created and trained hiring managers on reliable and content-valid assessments including structured interviews, written tests, performance tests, leaderless group exercises, and other selection methods.
- Secured a viable workforce pipeline to fill promotional opportunities and vacancies within the organization to ensure overall organizational goals were continually met and exceeded.
- Trained hiring managers at all levels of 80,000-employee organization to identify workforce skill gaps and evaluate sufficiency of job applicants' knowledge, skills, and abilities for critical job tasks.

PERSONNEL TESTING COUNCIL OF SOUTHERN CALIFORNIA (PTC-SC) **2006**

Vice President - Conferences

- Convened HR professionals across Southern California by securing renowned speakers and professional development opportunities at semiannual conferences, dramatically increasing attendance and revenue.
- Recognized for highly-successful leadership and elected to the position of association President.

SOUTHERN CALIFORNIA EDISON (SCE), CA **2004 – 2005**

Performance Assessment Services

Contract Human Resources Consultant

- Consulted with internal business units to facilitate hiring, promotions, and identification of training needs to eliminate workforce gaps in knowledge, skills and abilities.
- Designed selection and development assessments, training executives on utilization for an enhanced workforce.

ACADEMIC EXPERIENCE

PEPPERDINE UNIVERSITY, CA **2006**

Adjunct Professor of Industrial-Organizational Psychology

- Motivated students and earned high scores on semester-end evaluations by delivering insightful weekly lectures and engaging undergraduate students in Industrial-Organizational Psychology subject matter.
- Served as dependable resource and effectively communicated with students and encouraged them to participate in professional conferences of organizations such as Personnel Testing Council of Southern California and Society of Industrial-Organizational Psychology.

EDUCATION

CALIFORNIA STATE UNIVERSITY LONG BEACH (CSULB) **2004**

Master of Arts in Industrial-Organizational Psychology

- Achieved top honors with cumulative GPA of 4.0 and recognized for achievement with Robert J. Newman Scholarship, Graduate Equity Fellowship and Outstanding Master's Graduate Award.
- Successfully presented thesis, entitled "Range Restriction of Ratings", nominated for Best Thesis Award.

UNIVERSITY OF SOUTHERN CALIFORNIA (USC) **2002**

Bachelor of Arts in Psychology with minor in Business Administration

- Demonstrated outstanding scholastic performance as Renaissance Scholar and Honors Student attaining Dean's Honor Roll and graduating Summa Cum Laude with GPA of 4.0/4.0.

PROFESSIONAL DEVELOPMENT

***Workplace/Leadership Training*:** Certified by the U.S. Chamber of Commerce as a graduate of their Institute for Organizational Management (IOM) four-year training program • Economic Development Training • Leadership Irving-Las Colinas Graduate • Leadership North Texas Graduate • Completed Anti-Racism Training course through Social Justice Partners of Los Angeles

External Boards and Committees: Advisory Member, Ad Hoc Strategic Planning Committee of the City of Los Angeles Workforce Development Board • Member, Irving Independent School District (IISD) District Improvement Committee (DIC) • Board Member, North Hills Preparatory Charter School • Board Member, Irving Symphony Orchestra • Member, Jack E. Singley Academy High School Campus Improvement Committee • Member, Ranchview High School Campus Improvement Committee • Member, Irving.net Advisory Council

Kelly Candaele
14021 Marquesas Way, 308
Marina Del Rey, Ca. 90292
323-547-1183

Kelly Candaele has had a diverse as a public relations professional, filmmaker, writer, professor and elected official. He has helped guide the communications and community outreach of several public agencies and public officials, with a keen understanding of the mission, values and community interests of his clients. He has attempted to bring an intellectual and policy depth to his work while keeping in mind the communications and policy challenges of complex organizations.

Work for Public Agencies

- Riverside County Transportation Commission – Video Production
- City of Los Angeles – Los Angeles World Airports – Writing and Community Relations
- City of Los Angeles – Los Angeles Zoo – Writing and Community Relations
- South Coast Air Quality Management District – Research, Writing, Community Relations

Video and Film Production

- Emmy Award winning Producer – *A League of Their Own* – KCET Television
- Five full-length documentaries – Producer, Director, Writer
- Twenty years of experience producing, directing, writing and editing short videos for public agencies, non-profits, labor organizations and policy campaigns
- Researcher HBO Television – Irish history project
- Story By – Columbia Pictures Films *A League of Their Own*

Writing

- Published over 50 Op-Ed pieces and essays for the Los Angeles Times, New York Times, The Guardian, The Nation. Content ranged from public policy, literature, sports and international relations.
- Speeches for various public and elected officials including Presidential and Gubernatorial candidates and State officials

Academic Positions

- Adjunct Professor of Communications – California State University, Chico
- Guest Lecturer on Conflict Resolution – Hebrew University, Jerusalem
- Project Director Politics and Film – California State University, Chico
- Guest Lecturer on Northern Ireland– Joan Kroc School of Peace Studies, University of San Diego
- Lecturer in writing and leadership development – Occidental College
- Professor of Labor Studies – Los Angeles Trade Tech Labor Center

Elected and Appointed Positions

- Los Angeles Community College District – Elected Trustee
- Los Angeles City Commissioner – Pension Board – Mayoral Appointee
- City of Los Angeles Strategic Planning Committee – Mayoral Appointee
- City of Los Angeles Workforce Development Committee – Mayoral Appointee

International Work

- British Labour Party by-election in Eastleigh and European Parliament Election in Birmingham, England.
- Reported from Great Britain, Northern Ireland, Republic of Ireland, Sweden, Brazil, Vietnam, India, Spain, Australia, Israel, and Argentina
- Medical Aid to Vietnam – Veterans Organization

Special Interviews

- President William Jefferson Clinton,
- British Prime Minister Tony Blair
- Secretary of State Henry Kissinger
- Nobel Prize Laureate John Hume
- African National Congress President Oliver Tambo
- German Chancellor Willy Brandt
- Secretary of State Cyrus Vance
- Irish Prime Minister Albert Reynolds

Honors

- Commencement Speaker – California State University, Chico
- Writing Fellow – Blue Mountain Center, New York
- Swedish Information Service Fellowship – Study of European Community

Education

M.A. California State University, Chico – Counseling Psychology
B.A. California State University, Chico – Psychology

Publication list available upon request

Item 4 – Attachment C

The following Board members have expressed an interest to continue to serve on the Workforce Development Board (WDB) for the next term.

1. Veronica Corona
2. Kathy Finn
3. Hector Perez-Pacheco
4. Kelly Nguyen
5. Steven Simon
6. LaShondra Mercurius
7. David Crippens
8. Teri Hollingsworth
9. Nancy Hoffman Vanyek
10. Jesse Cuevas
11. Charlie Woo
12. Agustin Cabrera
13. Patricia Perez
14. Priscilla Chavez
15. Carmen Rad
16. Gabriel Pimental
17. Linda Nguyen
18. Jaleesa Hazzard
19. Maria Turrubiartes (Mandated Partner)
20. Jesse Cuevas (Mandated Partner)

*Robert Lake does not want to be considered for reappointment for the next term.

KAREN BASS
MAYOR

April 25, 2023

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

Re: Appointments of Members of the Workforce Development Board (WDB) for the Term of July 1, 2022 through June 30, 2024. *Revised to correct names (misspelling and preferred name) and term end date, and add resumes or bios*

Honorable Members:

Subject to your confirmation, I transmit my appointments to the Workforce Development Board with the term of July 1, 2022 through June 30, 2024. The names are listed below with copies of their biographies or resumes attached:

Name	Organization	Category	Replacing
Jaleesa Hazzard	Hazzard Consulting Group	Business	Vacant Seat
Priscilla Chavez	PCL Construction Services, Inc.	Business	Vacant Seat
Ace Anaya	The TransLatin@ Coalition, LA	Economic & Community Development	Michael Murray
Hrag Hamalian	Bright Star Schools	Economic & Community Development	Vacant Seat
Steven Zimmer	California Department of Education	Education	Joseph Stark
Steven Simon	LAUSD	Education	Llanet Martin
Agustin Cabrera	Strategic Concepts in Organizing and Policy Education (SCOPE)	Labor	Vacant Seat
Linda Nguyen-Perez	Center for Worker Training & Leadership	Labor	Vacant Seat

I look forward to your favorable consideration of these appointments.

Sincerely,

KAREN BASS
Mayor

JALEESA HAZZARD
Professional Biography

Jaleesa Hazzard is a nonprofit executive with over 25 years of experience in program development, non-profit management, workforce development, job placement, fund-raising and non-profit consulting focused on strategic planning, program implementation and evaluation. Her expertise in non-profit leadership focused on the entertainment industry as a workforce sector. For five years she served as the Executive Director of Workplace Hollywood, a non-profit dedicated to training and placing a diverse workforce behind the scenes in the entertainment industry. The organization, created by industry and community leaders, served as a unique one-stop shop for job seekers to receive accurate information and access to industry certified training and job referral services. Ms. Hazzard's responsibilities included interfacing with top entertainment industry executives to secure job opportunities for minority candidates, coordinating with community organizations to identify training programs which reflect training to "best practices" in the entertainment industry, formulating goals for the Workplace Hollywood's career development and job training programs and directing community and education outreach to underserved constituents in Los Angeles to raise awareness and access to opportunities in the entertainment industry.

Prior to joining Workplace Hollywood, Hazzard had 14 years of experience as the Executive Director of Y.E.S. TO JOBS, a national program providing job training and paid internships for minority high-school students in the entertainment, media and communications industries. Hazzard developed Y.E.S. (Youth Entertainment Summer) TO JOBS into a successful enterprise touching the lives of over 2,500 young people across the country. Y.E.S. TO JOBS was established as a model program for developing internship opportunities in an industry sector, training students to successfully compete for internship opportunities and to develop those internship relationships into full-time employment. Y.E.S. TO JOBS was honored with the NAACP Image Award under her leadership.

Ms. Hazzard founded Hazzard Consulting Group with the goal of helping non-profits, foundations and associations become more impactful by helping them to articulate their mission, vision, values and voice and communicate the same to their constituents, funders, board members and community at large. She and her colleagues have serviced national organizations ranging from the National Basketball Retired Players Association to the Association of Sociologists for Women in Society. She has also helped to define and launch local organizations like Films by Youth Inside, Compton Jr. Posse and the Reed for Hope Foundation. She has facilitated a number of strategic planning sessions, worked with boards to create fund development plans, assisted organizations in setting achievable goals and measurements and has conducted executive searches to identify quality personnel for clients.

Ms. Hazzard has been an active member of the Los Angeles non-profit community. The Los Angeles Sports Academy, United Friends of the Children Bridges Program, Young Black Scholars and Lakers Wives Charities have all benefited from her volunteer time and efforts. Ms. Hazzard is a graduate of the University of California at Los Angeles. Ms. Hazzard has been named by the NAACP Legal Defense Fund as a Black Woman of Achievement and honored by the Black Journalists of Southern California with the Torchbearers Award. Currently Ms Hazzard and partner YolandaParker relaunched the Yes2Jobs program and she serves as Secretary of the Board of Dierectors.

Ms. Hazzard resides in Los Angeles and is the widow of former UCLA basketball great, Walt Hazzard. She is the mother of four adult sons.

Priscilla Chavez

[redacted]

WORK HISTORY:

Los Angeles County Bar Association
2005-2006 – Receptionist/Administrative Assistant
Provided administrative support to ensure successful office operations. Operated front desk activities. Carried out administrative duties such as filing, typing, copying, etc. Supported team by performing tasks related to organization. Contributed to team effort by accomplishing related results as needed.

Friedman, Enriquez, Carlson LLC
2006-2007 – Administrative/Legal Assistant
Provided administrative support to ensure successful office operations. Carried out administrative duties such as filing, typing, copying, etc. Supported team by performing tasks related to organization. Collected, examined, and organized evidence, discovery, and other legal documents for attorney review and case preparation, researched regulations, laws, and legal articles to assist with the preparation of reports, case files, and legal advice. Managed accounts payable.

DCS & Associates
2007-2016 – Administrative Assistant (2007-2008), Outreach Coordinator (2008-2010), Sr. Outreach Coordinator (2010-2012), Outreach Director (2012-2016)
Managed coordination, implementation, and management of outreach activities, including marketing through all means of media, attending and presenting at pre-bid meetings and outreach events, (City Council District meetings, industry forums, chamber events, etc.). Managed outreach logistics including arranging for speakers, creation of outreach materials, agendas and evaluations for events. Assisted small and diverse business candidates with certification assistance, prime contractor prequalification assistance, and strategic matchmaking between prime and small contractors. Served as the primary liaison with the Mayor's Office of Economic and Business Development, the City of Los Angeles proprietary departments (including Los Angeles World Airports, Department of Public Works, the Port of Los Angeles, and DWP), community resource and prime partners.

PCL Construction Services, Inc.
2016-Present – Diversity and Inclusion Manager (2016-2020), Business Development Manager (2019-Present)
Day-to-day efforts are focused on driving business development initiatives and building industry relationships, while establishing market presence and visibility, creating opportunities for PCL and securing partnerships with all stakeholders with an emphasis on inclusion and equity. In her role, Priscilla also oversees and manages PCL's diversity and inclusion efforts in Southern California including community outreach, supplier diversity, workforce development, as well as labor relations.

ACTIVE BOARDS:

Apprenticeship Readiness Fund, Los Angeles Orange County Building Trades Council, Secretary, 2018-Present
Los Angeles Trade Technical College Foundation, Member of the Board of Directors, 2018-Present
WBEC-West, Member of the Board of Directors, 2022-Present
The Valley Economic Alliance, Member of the Board of Directors, 2023-Present

EDUCATION:

Franklin High School, diploma 2003
California State University Los Angeles, courses completed, 2006

CERTIFICATIONS:
Executive Master Compliance Administrator, Morgan State University, 2019
Professional Business Developer (PBD) Certification, BD Guild, 2020

COMMUNITY SERVICE – VOLUNTEERING:
Food Bank
1. Food Distribution, Food Bank Headquarters, September 2018
2. Food Distribution, St. Agnes Catholic Church with USC, August 2020 and September 2020
3. Food Distribution, Bank at Banc of California Stadium for MLK Day, January 2021
4. Food Distribution, Food Bank Headquarters, April 2022
5. Food Distribution, Food Bank Headquarters, November 2022

DIY Girls
1. Woodworking Camp 2018 and 2019
2. Volunteer at Fenton Elementary School, 2018
3. Volunteer at Haddon Avenue Steam Academy, April 2019
4. Volunteer at Vaughn Elementary School, April 2019

City of Los Angeles
1. CD8 Winter Wonderland, toy giveaway, event setup, December 2021, 2022
2. CD8 Turkey Run, turkey giveaway, November 2021, 2022
3. CD9 Turney Run, turkey giveaway, November 2021, 2022
4. South LA Tree Lighting, November 2021, 2022
5. City of LA "Arbor Day" Tree Planting Event at Mt. Carmel Park, April 2022

Habitat for Humanity
1. June 2019
2. October 2018

National Organization of Minority Architects, Southern California
1. Diversity by Design ACLA, 2022
2. Architecture Summer Camp for Youth, 2018-2022

COMMUNITY ORGANIZATIONS:
1. CMAA, Program Committee Member, 2021-present
2. City of Los Angeles Ad Hoc Business Advisory Committee Member, 2018-present
3. Women Build Metro LA, Advisory Committee Member, 2016-present

AWARDS/RECOGNITION:
1. Spirit Award, National Association of Minority Contractors, 2016
2. Community Impact Award, WBEC-West, 2017
3. Visionary Award, National Association of Minority Contractors, 2017
4. Sheroe, City of Los Angeles Councilmember Curren Price, District 9, 2018
5. Women of Excellence Inspiration Award, Diversity Professionals, 2018
6. Women Leader in the New 9th, City of Los Angeles Councilmember Curren Price, District 9, 2019
7. Los Angeles Business Journal, Outstanding Women in Construction & Design, 2019
8. Greater Los Angeles African American Chamber of Commerce, Small Business Advocate Award, 2019
9. Council for Latino Workplace Equality, National Leader award, 2019
10. Construction Champion, Construction Dive, March 2023

ACE A♑AYA

they / them / ellé

Bilingual (Spanish)

[redacted] [redacted] [redacted] [redacted]

RELEVANT WORK EXPERIENCES

THE TRANSLATIN@ COALITION, LA

LBTQ Grant Coordinator
Policy Associate - 2022 - 2023

- Coordinated California Transgender Gender Nonconforming and Intersex Policy Alliance (CTPA) Coalition in weekly, biweekly, committee, and legislative meetings to implement policy change, increase capacity, and gain resources that will improve the livelihood of TGI people, particularly TGI-BIPOC
- Collaborated with consultant/contractor in multiple Local Advocacy Campaigns in LA County, such as Immigrant Are Los Angeles (IRLA), ReImagine LA Coalition (RELA), Care First Community Investment (CFCI), Anti Racist Diversity Inclusion Initiative (ARDI), and SoCal Policy and American Rescue Plana Act Advocacy Institute
- Assist with public education and community engagement efforts to increase the participation of (TGI) community members within the public policy process by organizing intergenerational community advisory boards, focus groups, listening sessions, townhalls, abolitionist curriculums and trainings

KOREATOWN YOUTH COMMUNITY CENTER, LA

Prevention Specialist - 2021

- Implementing Community-Based Processes, Intra/Inter-Agency Coordination, and Assessing Community Needs for '20-'25 KYCC Organization Development Plan
- Interagency collaboration w/ The Coalition to Prevent Alcohol-Related Harms in LA Metro (CoPALM), Rethinking Access to Marijuana (RAM), Los Angeles County Substance Abuse Prevention and Control (SAPC), and Angelenos for Clean Air Coalition
- Billing, Filing, and data entry on Primary Prevention SUD Data Service (PPSDS) for the Center for Substance Abuse Prevention Strategies
- Organized "Walkthrough" Dia de Los Muertos event with COPALM agencies and PCC with 100+ total participants
- Facilitated KYCC's 5-week Community Engagement Series : Series de Comunidades Cambiantes (Changing Communities Series) for Parent Community Council (PCC) comprised of 100 Spanish speaking members

NATIONAL COMMUNITY REINVESTMENT COALITION (NCRC), WASHINGTON DC

Race, Wealth, and Community Intern - 2020

- Impact driven programming and initiatives with racial and economic equity analysis at its core researching, learning and contextualizing the work in the D.C. ecosystem i.e) Opportunity Zones, Historically Black Colleges and Universities, Women's Entrepreneurship
- Coordinated agendas, securing speakers and promoting educational initiatives and programs for different events i.e) HERSummit, Gig Economy, weTHRIVE
- Developed working partnership with local and national organizations such as Think Local First DC, Latino Economic Development Center – Women Empowerment International

STUDENT OUTREACH AND RETENTION CENTER , UNIVERSITY OF CALIFORNIA, IRVINE

Retention Coordinator - 2019-2020

- Piloted SOARing for Education Affiliation with 26 organizations giving training on best practices for community programs to improve the retention rates of underrepresented/underserved students such as Black, Indigenous, Latinx, AAPI (POC), undocumented, previously foster youth, and incarcerated individuals
- Establish and facilitate student-initiated funding board and grant review process for outreach and retention projects totaling up to $75,000 in grants
- Advised vision and direction of annual organizing for the Student-Scholar Conference for the California Council of Cultural Centers in Higher Education hosted (CACCCHE)

SKILLS

Digital:

- ***Film:*** *Final Cut Pro, iMovie*
- ***Visual:*** *Photoshop, Canva,*
- ***Website:*** *WeeblyWordPress, Wix,*
- ***Grants:*** *Submittable*
- ***Communications:*** *Zoom, Jitsi, Keybase, Discord, Mailchimp, Slack, Trello*

Systems:

- *Word Office (Xcel, Word, Powerpoint)*
- *Google Suite*
- *Mac OS*
- *Communications*

Trainings:

- *First Aid*
- *Praesidium - abuse prevention*
- *Bloodborne Pathogens, Hazard Communications for Trades*
- *Facilities and Custodians*
- *Mediation*

TRANSFORMATIVE COMMUNITY LEADERSHIP

SOUTH BAY ABOLITIONIST COLLECTIVE

Founder, Organizer, Resource Builder - 2020-2022

- Mutual aid crowdfunding- over $10,000 for Queer/Trans, Femme and Black community members and anti-carcel resource building
- Outreach and Coalition facilitator for 'Reclaim South Bay Coalition' (10 local orgs) and 'Hawthorne Abolition Alliance'
- Monthly intake and resource disbursement, community programming through organizing community listening sessions centered around experiences throughout COVID, Celebration of Life and Vigil for Queer Trans Black Lives, Rallies for Black Lives/Defunding the Police
- Case management of CalFresh EBT / delivering free groceries, Unemployment Benefits EDD, Stimulus for incarcerated individuals, legal and housing/ rapid response shelter resources
- Localize and maintain an organized resource list for survivors regarding harm reduction, transformative justice, and toolkits
- Organize survivor group bonding days, and development of community peace circles, and self-defense classes

TRANSLATINA COALITION MEASURE J POLICY – SUBCOMMITTEE ON RE-ENTRY

LA County

- Advocated for and represented the needs of BIPOC Trans/ Queer , Non-binary, Two Spirit and Gender Non-conforming people in the re-entry process, and those who have been impacted by the injustice system
- Coordinated, researched and prepared public comments with re-entry subcommittee to organizations and coalitions in Measure J organizing meetings
- Lobbied the Alternatives to Incarceration Initiative workgroup dialogue for support for holistic services to voice support for sexworkers, those undergoing gender confirming procedures, and queer/trans safe housing communities

MESA UNIDA

Irvine

Co-President of External Affairs (2018- 2019)
Secretary (2017 -2018)
Journalist (2016 - 2017)

- Director for La Bienvenida (800 attendees) and raised $10,000 in sponsorship for event costs due to lack of University leadership in culturally inclusive events. This event consisted of prestigious speakers, a community organization resource fair, free food, awards, cultural performances, dances, and a DJ
- Guide higher education tours with San Diego TRIO, totaling 200 high school students served
- Collaborate with 25+ organizations to serve the Latinx community at UCI in retention work, via cultivating cultures and spaces of belonging and academic success

YAMAMILLA PRISON - DAY CARE

Ayacucho, Peru - 2017

- Coordinated programs on physical, mental wellness and academic education for incarcerated women in Yamamilla Prison
- Tutored and learned from the women in the prison school, English, Quechua, and Mathematics
- Supervised, nourished and supplemented educational enhancements to seven babies in a prison's Infant Development Daycare

NATIONAL INSTITUTE FOR CRIME PREVENTION AND THE REINTEGRATION OF OFFENDERS

Cape Town, South Africa - 2019

- Criminal Expungement Project, conducting interviews to evaluate opinions of methadone for a rehabilitation program
- Pitch and execute a manual for the Criminal Expungement Records Tool to collect stronger, ethical qualitative data
- Direct, film, and edit commercial, and advertisements for Second Chance Theatre Project in collaboration with UCT and NICRO

REFERENCES

[redacted] [redacted] [redacted]

VALUES

Transformative Justice ~ Abolition ~ Community ~

EDUCATION

School of Social Ecology, University of California, Irvine
BA *in Psychological Sciences and Criminology, Law and Society*
-
Campuswide Honors Collegium

Honors
Panelist for Chicanx Latinx Department UCI
Gomez Scholarship UCI
Faculty Lecturer – Inclusive Excellence Certificate Program UCI

Hrag Manuel Hamalian

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Purpose

I am a career entrepreneur and strategic growth leader with a deep passion for education and technology. Over the course of my career I have founded, grown and sustained organizations in the social and purpose-driven for-profit sectors. I believe dually in the importance of the continued development of self and the growth and development of teams rooted in purpose as the key to success in and across all enterprises.

Professional Experience

Bright Star Schools, Los Angeles, CA
Bright Star Schools is a network of nine public charter schools serving 4,000 students in Los Angeles. We provide holistic, inclusive support for students to achieve academic excellence and grow their unique talents so that they find joy in higher education, career, and life. Under my leadership, Bright Star Schools tripled its enrollment and operating budget, established permanent facilities for all campuses, created innovative programs and partnerships, and established itself as a leading educational institution in California.

Chief Executive Officer (CEO) *August 2015 – present*

- Embodied and advocated for the mission, vision, and strategic direction of Bright Star Schools' while
- tripling the network's size (from 3 to 9 schools, 1600 to 4000 students, and operating budget from $25M to $75M)
- Devised and implemented a theory of change, theory of action and a strategic plan (inclusive of DEIB initiatives) to drive systems and accountability in service of a high paced, innovative and caring work environment engendering academic excellence, holistic programs and inclusive supports for students and families
- Grew and managed Bright Star's $75M dollar operating budget, financial relationships, and vendor relationships
- Oversaw 500 full and part-time employees including school site staff and central office staff members in the areas of: Academics, Finance, Facilities, Information Technology, Operations Compliance, Human Resource Management, Outreach & Enrollment, Legal, Public Affairs and Marketing
- Developed and grew innovative programming including socio-emotional and culture based programs for students, health and wellness programs for staff, software development to teach curriculum (rolled out as a separate non-profit), six years of additional higher education and career support post-graduation, etc.
- Recruited and managed 25+ board members across two non-profit boards (governing school board and facility portfolio board) providing essential data and information to effectively govern
- Drove and managed a multifaceted facility portfolio including leased facilities, renovation of existing buildings, and ground up construction
- Facilitated complex financial transactions in relations to facilities including the sale of government bonds to finance sites, Prop 51 grant projects and application of new market tax credits
- Strategically built political and community alliances and oversaw and managed public relations in a hyper-political environment.
- Ensured compliance with a number of government agencies including the LAUSD, City, County and State.

Head of Schools and Chief Cultural Officer *September 2013 – July 2015*

- Led the successful merger of Bright Star Schools and Valor Academies.
- Directly oversaw and managed academics, culture and operations across Bright Star School campuses.

Valor Academy Charter School, Los Angeles, CA

Valor Academy prepares middle school students to excel in demanding high schools and colleges. Under my founding leadership, Valor Academy became one of the top three performing middle schools in Los Angeles irrespective of demographic and paved the way for successful charter school mergers nationwide.

Founder and CEO *September 2008 - June 2013*

- Recruited and trained prominent Los Angeles professionals from a variety of fields including education, law, finance, media, technology, and real estate to form the Valor Academy Governance Board.
- Wrote, defended, and received approval for the Valor Academy charter through the Los Angeles Unified School District (LAUSD).
- Developed a five-year budget and strategic growth plan for Valor Academy Charter School.
- Wrote contract, negotiated, and retained all permits for the use of a private school facility as the site for Valor Academy Public Charter School.
- Developed ties with community leaders and established community partnerships to advocate on behalf of Valor Academy Charter School.
- Devised a marketing plan and led grassroots campaign to recruit and retain 120 students and families for Valor Academy's first 5th grade class, eventually growing the school to 500 students
- Hired and trained a staff of 50 administrative, teaching, and clerical personnel to staff Valor Academy
- Raised over half a million dollars through private donations and grants to fund the start-up of Valor Academy
- Drove Valor's growth into one of the top three performing public middle schools in Los Angeles
- Created and shared a charter school merger handbook which has become a standard tool across the industry

Entrepreneurship & Social Innovation

Liveguide, Digital Marketing Platform (www.onliveguide.com), Founder/CEO, *2014-present*

- Co-founded a digital marketing SaaS targeted at improving recruitment and marketing efforts of non-profits and higher education institutions through the use of digital story telling.

HIVE, Online Accelerator (www.hiveventures.co), Founding Partner, founded *2014-2016*

- Co-founded an online accelerator with the focus of increasing the number of technology start-ups with Armenian co-founders and/or based in Armenia.

TUMO Learning Center, Yerevan, Armenia (www.tumo.org), Growth Consultant, *2011-2013*

- Helped build strategy, protocol and organizational tools in the founding of the original TUMO center in Armenia which has now grown into an international institution providing after school programming for students to grow in technology and the arts.

Education

UCLA Anderson School of Management, Los Angeles, CA *June 2014*
Master of Business Administration
Honors: Global Access Program Thesis, "Chosen for Excellence in Practice"
UCLA Knapp Business Plan Competition, Prize Winner

Loyola Marymount University School of Education, Los Angeles, CA *May 2007*
Master of Arts in Secondary Education
Honors: Alpha Sigma Neu Honors Society
Loyola Marymount University Alumni Spotlight, *December 2011*

Boston College, Boston, MA *May 2005*
Bachelor of Arts, Biology & Honors English
Honors: Gold Award for Alumnus of the Decade, *December 2011*

Boards & Memberships

- LA Chamber of Commerce: *CEO Council*, June 2021-present
- Young Presidents Organization (YPO) LA Chapter: *Board Member, Forum Moderator* August 2020-present
- Building Excellent Schools, Board of Directors, *Member,* 2017-present
- ExEd, Board of Directors, *Member*, 2014 – present
- Los Angeles Coalition of Charter Schools, Board of Directors, *Founding Member,* March 2018-present
- LAUSD Charter Operated Programs: Option 3 Executive Board, *Member,* November 2018-present

Programs & Distinctions

- Brittingham School of Social Enterprise: USC, *Senior Fellow,* September 2019
- Broad Academy (Yale School of Management), *Fellow*, March 2019 Cohort
- 40 under 40 awards – LA Empowerment Congress, *Awardee*, July 2018
- Achievement First Network Accelerator, *Program Fellow,* Winter 2018 Cohort
- Pahara Aspen Institute, NextGen Fellowship, *Fellow,* Spring 2015 Cohort
- Charter School Growth Fund, *Portfolio Member*, Winter 2017
- UCLA Anderson CEO Forum, *Member*, Summer 2017
- Building Excellent Schools (BES) incubator, *Program Fellow,* 2007-2009
- Teach for America, *Corps Member,* 2005-2007

Features

- Market Insider, Growing a Design Mindset – BCG Digital Ventures, *February, 2020*
- TNTP Blog, "The Most Important Questions School Leaders Should ask Community Members," *May 2018*
- Getting Smart, "Creating Strong Staff Culture with Hrag Hamalian," *October 2017*
- Thriving Schools, "Creating Strong Staff Culture with Hrag Hamalian," *May 2017*
- Thriving Schools, "How to Build Student Culture with Hrag Hamalian," *March 2017*
- LA Times, "Grants go to Charters and one Traditional School to help Teachers Stay on the Job," *February 2017*
- LA School Report, "Fighting Teacher Burnout," *February 2017*
- UCLA Anderson Blog, "Liveguide-Inside UCLA Anderson," June 2016
- UCLA Anderson Blog "On the Road to Improving Education," *May 2015*
- "The Urban Challenge in Education," Joseph Scollo, Dona Stevens, and Ellen Pomella, *published 2015*
- Loyola Marymount University Graduate Division YouVisit video, *September 2014*
- Loyola Marymount University Magazine, "A Conversation with Hrag Hamalian," *January 2014*
- Armenian General Benevolent Union Magazine, *December 2012*
- Loyola Marymount University Graduate School, leadership commercial, *September 2011*
- "A Chance to Make History," Wendy Kopp, *published January 2011*
- FOX Good Day L.A., segment featuring Valor Academy Charter School and Founder, *April 2009*
- L.A. Daily News, "Valor Academy Targets Middle-Schoolers," *August 2009*
- Asbarez Newspaper, "Hamalian to Head New Charter Middle School," *May 2009*
- Boston College Chronicle, "Man on a Mission," *November 2009*
- "Relentless Pursuit: A Year in the Trenches with Teach for America," Donna Foote, *published July 2008*
- US News and World Report, "Two TFA Recruits Share their Story," *April 2008*

Panels

- LA Chamber of Commerce Retreat, Panelist, *October 2022*
- Broad Center at Yale SOM, Virtual Forum Speaker, *January 2021*
- National Charter School Conference, "Effective Fundraising in Charter Schools," *June 2014*
- Bainbridge Consulting Group Educational Summit, *June 2014*
- "Reform Panel at USC with Musical Artist John Legend and Superintendent Deasy," *March 2013*
- California Charter School Association Conference, "Facilities and Charter Schools," *February 2012*
- "Panel Discussion with LAUSD Superintendent Deasy," Loyola Marymount University, *October 2011*
- "Waiting for Superman Debate," *February 2011 & October 2010*

Presentations & Lectures

- USC Brittingham School of Social Enterprise, *September 2022*
- USC Brittingham School of Social Enterprise, – USC, " Charter Schools and Social Enterprise," *September 2019*
- Marshall School of Business - USC, "Charter Schools in Los Angeles," *June 2019*
- Marshall School of Business - USC, "Charter Schools in Los Angeles," *June 2018*
- University of Southern California, "Entrepreneurship in Education," *March 2014*
- Armenian General Benevolent Union Manoogian-Demirdjian School, "The Effects of Bullying," *May 2011*
- University of Southern California, "The Importance of Communication in Business Management," *February 2011*
- Harvard School of Education, "Challenges and Victories in Founding Charter Schools," *January 2011*
- Pepperdine University Graduate School of Education & Psychology, "Founding Valor Academy," *November 2011*
- California State University of Los Angeles Graduate School of Education, "Founding Valor Academy," *November 2011*

Steve Zimmer

Deputy Superintendent of Public Instruction
California Department of Education

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Professional Experience

2021-present: **Deputy Superintendent of Public Instruction, California Department of Education Student Support Services Branch**
Portfolio includes the College and Career Transition Division and the Whole Child Division (over 200 direct report staff) as well as the statewide implementation of the California Community Schools Partnership Program (CCSPP). Portfolio also includes statewide implementation of school-based mental health programs, career and technical education (CTE), school-based health clinics, school safety and violence reduction programs, adult education, school to work programs and TUPE programs. Responsible for competitive distribution of over $10 Billion in grant programs annually. Also lead Superintendents Task Forces on Declining Enrollment and Reducing Chronic Absenteesim

2017-2021: **Senior Education Advisor, Los Angeles Mayor Eric Garcetti**
Portfolio included The Los Angeles College Promise, The Early Childhood Education Equity Initiative, The Los Angeles Federal Promise Zones, Education Labor/Community Relations, All City and Regional Cradle to Career Initiatives, Early Care and Education Initiatives and all TK-16 Public Education Policy and Programs

2015-2017: **President, Board of Education Los Angeles Unified School District, Los Angeles, CA**

2009-2017: **Member, Board of Education: District Four Los Angeles Unified School District (LAUSD) Los Angeles, CA (Elected Vice President: July, 2013**)

2011-present: **Adjunct Professor, Department of Urban and Environmental Policy, Occidental College, Los Angeles, CA**

2006-present: **Adjunct Professor, Department of Counseling and Administration, California State University, Los Angeles**

1999-2009: **Intervention Programs Counselor and Program Director, John Marshall High School (LAUSD)**

1992-2009: **Teacher of English as a Second Language (ESL), English, Education and History at John Marshall High School (LAUSD).**

1992- 2009: **Project IMPACT Counselor, John Marshall High School**

1998-2009: **Program Director, Marshall Multilingual Teacher Career Academy**

Educational History

M.S. in Counseling and Administration, California State University, Los Angeles, September, 2006

With Honors: also completed all course work for Preliminary Administrative Credential

B.A. Goucher College, Baltimore, Maryland 1992, Cum Laude

Phi Betta Kappa, General Honors and Honors in Political Science and American Studies

Single Subject Credential, Chapman University, 1996

3.8 G.P.A.; Significant Graduate Education Course Work at California State University, L.A.

State of California Teaching Credential in English with Supplemental Authorization in Social Studies; CLAD Credential for teaching English Language Learners (valid through 2027)

State of California Counseling and Pupil and Personnel Services (PPS) Credential (valid through 2027)
Child Welfare and Attendance (CWA) Credential (valid through 2027)

Volunteer and Leadership Positions

2019-2022: Member, Los Angeles County Commission for Children, Youth and Families

1995- present: Director of Youth and Family Services, Elysian Valley United

2004-2009: Member, Community Relations Committee, The Los Angeles Dodgers

2007-2017: Member, Board of Advisors, Peace Over Violence

2002-2005: Board Member and Land Use and Strategic Planning Committee Chair, Elysian Valley-Riverside Neighborhood Council, City of Los Angeles

2003-2006: Member, Elysian Park Master Plan Revision Committee, City of Los Angeles

1998- 2003: Vice President and Board Member, (District 13) Citizens Unit for Participation, Community Development Department, City of Los Angeles

1994-1999: Founder and Lead Organizer, ON CAMPUS

Awards and Recognition

2017: Distinguished Service to the Children of Los Angeles: Los Angeles City Council
2016: Community Change Agent Award: Teach for America, Los Angeles
2015: Mon. Oscar Romero Community Service Award: Salvadoran American Legal Defense Fund
2015: Good Food Hero of the Year: Los Angeles Food Policy Council
2013: Friend of School Mental Health: Los Angeles School Mental Health Foundation
2012: Elected Official of the Year, California School Counseling Association
2006: Distinguished Alumni Award for Excellence in Public Service, Goucher College
2004: Jackie Goldberg Community Partner Award, LACER Education Foundation
1999: Carino Award, El Centro Del Pueblo
1998: Angels Over Los Angeles Award, City of Los Angeles
1998: Outstanding Teacher Award, Southern California Council of Social Studies Teachers
1997: Hometown Hero Award, The Los Angeles Dodgers
1996: Friend of Bilingual Education Award, United Teachers Los Angeles

References

Hon. Eric Garcetti, Former Mayor, City of Los Angeles
Hon. Dr. George McKenna, Board of Education LAUSD
Hon. Jackie Goldberg, Board of Education LAUSD
Supt. Ramon Cortines, Los Angeles Unified School District (Ret.)
Supt. Vivian Ekchian, Glendale Unified School District
Dr. Emily Hernandez, Professor, California State University, Los Angeles
Dr. Peter Drier, Professor, Occidental College
Ms. Gloria Moya Vargas, Continuation High School Teacher, Central High School
Mr. Nestor Albert Vargas, Executive Director, Elysian Valley United
Dr. Tamara Hunter, Executive Director, LA County Commission on Children and Families
Mr. George Weaver, Executive Vice President, Brotherhood Crusade

Contact Numbers Available Upon Request

Steven Simon

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PROFESSIONAL EXPERIENCE

Policy Deputy, January 2023 – present
Office of Los Angeles Unified School District Board (LAUSD) President Jackie Goldberg

- Responsible for informing policy development and initiatives of the Board President, and acting as the point person for several Board District 5 LAUSD schools.

Senior Program Manager for Strategic Partnerships and Initiatives, July 2017 – January 2022
Worker Education and Resource Center (WERC), Los Angeles, CA

- Reporting directly to Executive Director, develop new classroom workforce training programs for workers with barriers to employment, including seeking funding, identifying project partners (employers, union locals, and community organizations), and overseeing staffing; coordinate research, data, and reports for funders, partners, and County of Los Angeles officials.

- As part of WERC's leadership team, duties include acting as liaison with County hiring and operational personnel, leading development of curriculum, case management, participant recruitment, and building relationships with local community-based organizations in prisoner reentry, homeless services, and other areas. Over 200 people with AB1111-defined barriers to employment have earned full-time County employment as a result of this program.

- Carried out a labor market analysis and developed a related proposal for five workforce training pilots, to prepare people with employment barriers for entry-level jobs with the County of Los Angeles. Recommendations were approved by the County Board of Supervisors, and these pilots have now become WERC's core programming and an ongoing program in the County.

Consultant, September 2015 – September 2017
Self-Employed, Los Angeles, CA

- Research and strategy consultant for unions, non-profit organizations, and local governments, focusing on campaign strategy, regulatory issues, public budgets, and grant writing.

- Strategic insight on public sector budgets, Federally Qualified Health Clinic regulatory and reimbursement structure, and potential campaign targets informed strategy for organizing campaigns and union contract negotiations.

Senior Researcher, August 2011 to September 2015
Service Employees International Union - United Service Workers West, Los Angeles, CA

- As part of the planning team leading a service worker organizing campaign at LAX airport: Developed campaign strategy and drove campaign components leading to recognition of union membership for 800 LAX workers. Acted as staff liaison with public officials, industry experts, and community groups, and supervised the work of the campaign's junior researcher.

- In the aftermath of a tragic 2013 shooting, interviewed workers and wrote a report detailing the need for improved emergency response training standards. This report resulted in additional

requirements for all contractors, and inclusion of improved training in the union's collective bargaining agreement, with the intention of making this the industry standard at LAX.

- Developed a health and safety partnership for union members, formalized through Cal/OSHA settlement, following negotiations between union members and staff, health and safety experts, members' employer, and state health and safety officials.

Senior Research Associate, May 2009 to August 2011
Service Employees International Union Local 721

- Anchored an effort to reform policies and procedures that contributed to an emergency response case backlog in Los Angeles County child protective services, as part of a team leading a new collaboration between union members and County officials. This work led directly to successful union proposal to reduce caseloads and hire 450 additional social workers.

- Developed research plans and campaign strategy to advance the interests of 20,000 LA County members working in social services.

- Job included day-to-day work on County issues, meeting with Supervisors' deputies, CEO and department staff, analyzing County budgets and policy, labor-management meetings and work groups, research on legislation, commissions, and boards, and other union priorities.

ADDITIONAL SKILLS

- Microsoft Office Suite, ESRI ArcGIS, and research services including Lexis-Nexis and Westlaw.

- Excellent writing skills, for a variety of purposes and audiences.

- Conversational Spanish.

EDUCATION

M.A., Urban Planning, 2008: University of California, Los Angeles, CA. *B.A., Public Policy – Urban Studies, 2004:* DePaul University, Chicago, IL.

COMMUNITY ACTIVITIES

- Vice President, Beverly Vermont Corridor Land Trust (2019 to Present)

- Volunteer, SELAH Neighborhood Homeless Coalition, West Adams Branch (2020 to Present)

Agustin Cabrera

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PROFESSIONAL EXPERIENCE

Policy Director, Strategic Concepts in Organizing and Policy Education **December 2021-Present**

- Leads the organizations development and implementation of policy and electoral interventions that build grassroots power and advance our systemic change goals
- Ensures consistent political analysis and voice in SCOPE's external communications
- Works closely with the Director of Programs to advance grassroots-led policy solutions and electoral campaigns as part of an integrated power building strategy
- Provides supervision and thought partnership to a team of staff and consultants as needed to collectively advance department, campaign and organizational goals
- Identifies, develops and implements trainings, systems, and tools for staff and grassroots membership to inform their political analysis and strengthen their advocacy skills

Project Director, RePower LA, Los Angeles Alliance for a New Economy **January 2016- December 2021**

- Advanced community and labor driven policy solutions and electoral campaigns including: $2 billion for Utility Debt in 2021 CA Budget, LADWP Community Solar and Shared Solar for Renters Program, LA County Measure W, LADWP Utility Pre-Craft Trainee Program
- Managed and developed strategic campaign plans, leadership development programs, civic engagement programs, political delegations, community and coalition convenings, and led public actions.
- Managed and developed policy and budget briefs, memos, fact sheets, power mapping, research projects focused on clean energy, energy burden, energy affordability, and workforce development
- Managed and developed campaign framing and messaging, popular education materials, website and social media content, press releases, op-eds, spokesperson training, and media events
- Identified and provided relevant and regular training opportunities for staff
- Cultivated relationships with local, county and state decision-makers, including LADWP, LA City Council, CA State Legislature, CA Governor's Office, and the Department of Community Services and Development
- Built and maintained relationships with environmental justice, environmental, community-based organizations, workforce development, and labor unions
- Worked with Executive Director and Grants Director to inform grant opportunities and report writing
- Supervised team of policy, research, communications, organizing and outreach staff

Lead Organizer, External Organizing, SEIU-UHW **2012-2015**

- Organized approximately seven hundred hospital workers to win their NLRB elections in recognition of union representation across Southern California
- Directly managed a team of three and a worker committee of over thirty individuals in NLRB elections
- Developed and facilitated trainings for staff and workers on the fundamentals of organizing
- Mobilized hundreds of workers in local and statewide political actions, GOTV efforts
- Developed campaign plans and worker development plans for several external organizing efforts
- Facilitated WAVE I and WAVE II staff development programs with SEIU International

EDUCATION

California State University, Los Angeles, B.A. Latin American Studies, Summa Cum Laude May 2018
California State Polytechnic University, Pomona, Biological Sciences 2005-2010

LEADERSHIP EXPERIENCE

Chair, Advisory Council, Solar on Multifamily Affordable Housing (SOMAH) **2019-Present**
California Public Utilities Commission
Board Member, Venice YouthBuild, Venice, CA , **2016-2017**

SUMMARY OF SKILLS

- Effective campaign and political strategist
- Equity focused program and policy development
- Keen understanding of political, labor and advocate landscape in Los Angeles region
- Manage organizing, policy, research, and communications staff.
- Ability to establish and maintain rapport and credibility with diverse stakeholders
- Excellent written, spoken, and public presentation skills
- Proficient in written and conversational Spanish

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Executive Director, Center for Worker Training & Leadership 2023- Present

- Spearheading the launch of a nonprofit organization that centers the leadership of meat packing and food processing workers, and seeks to advance good jobs, vibrant communities and a prosperous economy by organizing for power
- Raised over $4 million in federal, state and philanthropic funds

Chief of Staff, UFCW Local 770 2019 - 2023

Leading organizational development/change management:

- Led work to shift the local towards becoming an anti-racist, organizing union
- Coached executive and senior leadership
- Drove strategic goal setting, led campaign planning and supported succession planning

Creating healthy, forward looking financial structures:

- Supported the management of a $20+ million annual revenue stream and over $38 million in assets
- Built organizational capacity to work towards a goal oriented, values based budget process

Driving COVID and contract campaigns:

- Led770's field campaigns with a largely WOC and significantly immigrant membership of 31,000 workers resulting in up to 37% wage increases for low wage workers
- Ran COVID campaigns with rank and file members and led crisis communications that led to industry setting standards and policies including COVID sick leave, Public Health Councils, Hero and Hazard Pay
- Spearheaded a first of its kind effort to vaccinate California's food chain workers, pioneering the concept of mobile vaccination clinics helping to reach high-risk, underserved communities with high concentrations of poverty and essential worker density

Co-Founder/Deputy Director, Jobs to Move America (JMA) 2010 – 2019

Staff and Organizational Management

- Led expansion of the organization from an LA based to a national organization
- Built teams and offices from the ground up across the country
- Helped recruit and manage Board of directors
- Led strategic planning processes
- Ran annual organization wide evaluations, strategic goal setting, and campaign planning
- Oversaw donor cultivation, grant, contract, and financial management
- Co-led and managed an organization with a $250k budget to a $4 million+ budget
- Supervised and coached senior and junior staff

Policy

- Led good jobs policy research, development, and advocacy program with academic partners at USC, UCLA, Brookings Institution, and Duke, among others
- Developed and led campaigns resulting in the adoption of good jobs policies on $6 billion in public projects and community-labor agreements that pipeline low income communities of color into career path, union jobs

- Built broad based coalitions that included community based organizations, public officials, labor, business, and philanthropy
- Led meetings with the Obama administration's Department of Transportation

Communications

- Supervised communications, and the development of national and regional campaign framing, messaging, spokesperson trainings, etc
- Developed & supported execution of strategy to ensure regular industry and mainstream press coverage to establish credibility and expertise

Graduate Field Researcher, University of California Irvine **2009 – 2010**

- Designed and managed eight-month ethnographic research project in Vietnam and Korea, a comparative study of rural-to-urban and transnational migration of women workers
- Presented the comparative study, "Vietnamese Women and the Urban Informal Economy", at the 2010 Pacific Sociological Association

Graduate Research Assistant, OCCORD **2009**

- Assisted the drafting of a community plan for the City of Anaheim's Platinum Triangle, a 2 million square foot, 19,000 housing unit, mixed use development

Commercial Property Manager, Beachstone Plaza **2006 – 2009**

- Managed 50,000 square foot commercial property, 30+ tenants, led lease negotiations, redevelopment projects, book-keeping, and vendor contracting

EDUCATION

2010	**Master of Urban and Regional Planning**	University of California, Irvine *Community development & policy*
2006	**Bachelor of Arts International Studies**	University of California, Irvine *Asia and Pacific Rim*
2006	**Bachelor of Arts Sociology**	University of California, Irvine

AWARDS

2019 **Aspen Institute Job Quality Fellow**

2017 **Family and Equity Leadership Award**, Denver Public Schools District Wide Sanctuary Policy

2015 **National Finalist**, Nathan Cummings Fellowship

2010 **South East Asian Summer Institute Heritage Language Award**, University of Wisconsin Madison

2010 **Network for European and U.S. Regional and Urban Studies Fellow**, University of California Irvine

2009 **South East Asian Summer Institute Tuition Fellowship**, University of Wisconsin Madison

References available upon request.

BIOGRAPHIES OF THE MEMBERS OF THE CITY OF LOS ANGELES WORKFORCE DEVELOPMENT BOARD

For the period July 1, 2020 – June 30, 2024

ALLISON (ACE) ANAYA

CHAD BOGGIO

Chad Boggio is a Council Representative for the Los Angeles/Orange County Building & Construction Trades Council, AFL-CIO.
Mr. Boggio joined the Los Angeles/Orange County Building Trades Council as a Representative in September 2021. A career labor leader, prior to joining the Council, Mr. Boggio served as one of two principal officers of the International Union of Bricklayers and Allied Craftworkers Local Union in Los Angeles for 26 years.
In addition to his many years in union leadership Mr. Boggio holds a Designated Subjects Vocational Teaching Credential and has taught construction skills to aspiring apprentices on their paths to becoming competent tradesmen and tradeswomen

AGUSTIN CABRERA

VERONICA CORONA

Veronica Corona has over 20 years of experience in the janitorial services industry. She is currently the owner and managing partner of CM Cleaning Solutions, Inc., which provides janitorial services at commercial buildings, industrial parks, and retail centers in Los Angeles, Orange County, and the Inland Empire.

Ms. Corona serves as a board member for number of nonprofit, community betterment organizations and is the President of the Los Angeles Chapter of the National Latina Business and Women's Association.

PRISCILLA CHAVEZ

MICHELLE CRENSHAW

Michelle Crenshaw has made her career freelancing within the private sector job market and she has been working in the entertainment motion picture industry most of her adult life. She started working on numerous features, television shows, and documentaries in Chicago.

After graduating from Columbia College, Ms. Crenshaw interned with union cameramen, getting her start on films such as "Uncle Buck" and working several features for the late John Hughes before heading west to Los Angeles. In 2017, she returned to her home town of Detroit, Michigan as an artist in resident, teaching cinematography to advanced media students at Wayne State University.

When time allows, Ms. Crenshaw shares skills as an adjunct faculty member for University of Southern California Cinematic Arts program. As a member of the International

Cinematographers guild IATSE local 600, she was recently re-elected to the National Executive Board.

Ms. Crenshaw is currently filming a documentary for Refinery29 and will start a new television show this fall for CBS.

DAVID CRIPPENS

David Crippens is the owner of the consulting firm DLC & Associates. His current pursuits include serving as the President of the City of Los Angeles Workforce Development Board Youth Council, Chair of UNITE-LA, and Chair of the Los Angeles Unified School District (LAUSD) Bond Oversight Committee.

Mr. Crippens was formerly the Senior Vice President of the Educational Division of KCET television. He has over 30 years in public broadcasting as a station manager, writer, program developer, producer, and on-air personality.

Mr. Crippens has a Master's Degree from San Diego State University.

JESSSE CUEVAS

Jesse Cuevas is a Division Chief who oversees the Wagner Peyser activities, programs, and projects in support of the Workforce Innovation and opportunities Act (WIOA). He has over twenty years of diverse, extensive, and in-depth experience in the Workforce Development system with the Workforce Services and Unemployment Branch of the Employment Development Department.

DR, ALEX DAVIS

Dr. Davis is one of the leading authorities on Academic and Workforce Development and has secured approximately $80M in competitive Federal, State, and Local grants/contracts since 2006. With the inclusion of the Perkins, Strong Workforce Program, and Economic & Workforce Development funding structures, Dr. Davis has provided administrative oversight for over $250M in funding sources.

Not only has she taught business disciplines and project management at the community college level and operated consulting businesses but, she has provided 10 years of administrative supervision for various career education and academic departments and disciplines, and operated a small business development center for the South Bay Peninsula for two years.

Having served as the first and only executive director for the Los Angeles Orange County Regional Consortium, Dr. Davis brings a unique lens to leading the Orange County Regional Consortium that enables the region to reach new heights in collaborating with its ecosystem partners.

KATHY A. FINN

Kathy, Local 770's Secretary-Treasurer, has been assisting President Grant and Local 770 with contract negotiations and contract enforcement for almost 25 years. She graduated from UCLA School of Law in 1990 and then worked as an attorney with our labor law firm, Schwartz, Steinsapir, Dohrmann & Sommers for six years prior to coming on staff with Local 770. Kathy also serves as the Collective Bargaining Co-chair for the UFCW International Women's Network, an organization dedicated to mentoring and training women members to encourage and enable them to take on leadership roles within the Union.

GARRETT GIN

Garrett Gin is Bank of America's Senior Vice President of Enterprise Business and Community Engagement for Greater Los Angeles. In this role, he leads a team of financial/banking professionals that is responsible for numerous corporate social responsibility initiatives, including local philanthropy, community reinvestment, and community engagement.

Prior to joining Bank of America in August 2009, Mr. Gin served as the Director of Communications and Public Affairs for Merrill Lynch in California.

Mr. Gin is active in numerous business, civic, and educational organizations, among them are the Los Angeles Business Council, the Central City Association, Asian Americans Advancing Justice, and the National Asian Chamber of Commerce and Entrepreneurship.

HRAG HAMALIAN

JALEESA HAZZARD

NANCY HOFFMAN VANYEK

Results-driven professional with experience in both the political and business arenas. Sharp, politically savvy, and skilled at uniting people and the business community toward a shared vision. Well-known and highly regarded in the community, gracefully connects with high-power political leaders, small business owners, struggling workers, and everyone in between. Consistently open, honest, and transparent communicator. Creative and able to offer and implement new ideas that benefit both the customer and the business. Recognizes the intrinsic value that everyone brings to the table, across differing cultures, generations, and values.

TERAYLAN HOLLINGSWORTH

Teri Hollingsworth is Vice President of Human Resource Services at the Hospital Association of Southern California (HASC), a regional hospital trade association. Because of the specialized focus of her position at HASC, Ms. Hollingsworth provides the association's human resources services to member hospitals across the state. Each year, Ms. Hollingsworth engages hospitals to collect key information used to produce human resources benchmark reports on compensation, benefits, workforce and HR metrics. These reports are widely used by hospitals and are considered to be primary resources for information.

Ms. Hollingsworth also develops education and training programs and serves as an industry representative on workforce issues. Known for her business development skills, Ms. Hollingsworth manages the association's Endorsed Business Partner program where she is responsible for identifying and vetting potential vendors for partnership that deliver quality services and generate value-added benefits for members.

Ms. Hollingsworth holds a Bachelor of Arts in organizational management from Vanguard University and a Master of Arts in management from the University of Redlands.

RUTH LOPEZ NOVODOR

Ruth Lopez Novodor is the CEO of Beverly Oncology and Imaging Medical Group, Inc. (BOI). Under her management, BOI has grown into a network of seven cancer treatment centers located in the San Gabriel Valley and Orange County.

Ms. Lopez Novodor is a passionate entrepreneur and active in the business community, currently serving as Chair of the Leadership Council of the National Federation of Independent Businesses (NFIB). She is a former Chair of the Latin Business Association (LBA) and a past delegate to the White House Conference on Small Business. She has also served on the boards of numerous Hispanic and women's business and health organizations in the community and she is currently Vice President of the YWCA of Greater Los Angeles.

Ms. Lopez Novodor earned her B.A. and M.B.A. degrees at Pepperdine University.

LASHONDRA MERCURIUS

LaShondra Mercurius is the President and Co-founder of JLM Strategic Talent Partners (JLM) and Co-founder of Career Excellence Academy (CEA).

Ms. Mercurius has a background in finance, accounting, professional staffing and recruiting, having worked in the corporate arena for over 18 years. Her extensive experience in the staffing and recruiting industry contributed to LaShondra becoming a visionary leader who recognizes individual needs in the context of the current Los Angeles County workforce climate.

Ms. Mercurius, along-side her partner and husband, Jayson Mercurius, took a leap of faith in the mist of the worst economy since the Great Depression and left Corporate America to launch their own strategic staffing and recruiting firm in 2011. JLM specializes in providing professional talent to the construction, infrastructure, and transportation industries. It was her vision to start a firm that focuses on people and community first. She understood that people are the world's greatest asset and she takes caring for their livelihoods very seriously.

As a compliment to JLM, Ms. Mercurius co-founded the Career Excellence Academy which is a training and consulting firm that offers a free 8-week seminar bridge class to individuals in the community that have an interest in starting professional careers in the construction, infrastructure, or transportation industry. CEA partners with LA Trade Tech College and industry subject matter experts from major prime contractors to teach the courses and network with students seeking job opportunities.

Ms. Mercurius earned a bachelor's degree in Business Administration with a concentration in finance, accounting, and human resources from California State University at Fullerton.

KELLY NGUYEN

Dr. Nguyen is an experienced entrepreneur and executive with a proven track record. Prior to DrKumo, Dr. Nguyen was the CoFounder/CEO of Mission Road Pharmacy, a specialty pharmacy with an annualized revenue of $160M+ and growing at more than 200% annually prior to getting acquired in 2012. Dr. Nguyen holds 2 granted and 4 pending patents in the field of Telehealth/Digital Health, Blockchain, and Cryptographic Anti-counterfeit technology, and a Doctor degree in Pharmacy from the University of California, San Francisco.

For her impact-driven and unwavering commitment of integrating technology into healthcare, Dr. Nguyen was awarded with the prestigious North America 2020 Cartier Women's Initiative (CWI) Fellowship.

LINDA NGUYEN

CASEY O'NEILL

Casey O'Neill is an advocate of Biocom's Los Angeles Office who assists the non-profit life science organization with their public policy, STEM (Science, Technology, Engineering and Mathematics) and workforce development initiatives. Ms. O'Neill works closely with the LA Area Chamber of Commerce, the South Bay Workforce Investment Board and the Los Angeles Economic Development Corporation's Bioscience Workforce Development Council. Casey advocates for the life science industry by helping Biocom put on important educational events throughout the greater Los Angeles region. She recognizes the

innovation potential and economic value to both large and small companies in the county as LA grows towards becoming one of the nation's largest bioscience hubs.

PATRICIA PEREZ

Patricia Perez is the president of VPE Public Relations, one of the nation's leading Latino-owned public relations firms. Incorporated in 1988, VPE helps local and national clients in the corporate, non-profit and governmental sectors connect with Latino consumers in meaningful ways.

Ms. Perez has earned numerous recognitions for both her professional work and involvement in the community. She is an active leader in numerous non-profit organizations that seek to improve the conditions of the Latino community locally and nationally. She currently serves as AARP's California State Chair and leader of its Executive Council.

HECTOR PEREZ-PACHECO

Hector Perez-Pacheco is the principal of Perez-Pacheco Consulting. Founded in 1997, his firm specializes in public relations, marketing, public policy/legislation, and community resource development focusing on reaching, mobilizing, and developing Latino and Native American communities and markets.

Mr. Perez-Pacheco has a long established a connection with the community, having served nearly 30 years as a passionate advocate for disenfranchised communities. His work focuses on improving the social, educational and economic conditions of disadvantaged communities. He has organized various community councils, town hall meetings, forums, and conferences to discuss health and education issues, immigration, and other pressing issues for the Latino community. He has also worked on environmental justice and Native American sacred land preservation issues.

GABRIEL PIMENTEL

Gabriel Pimentel serves as the Executive Director of the Southern California Indian Center. He is committed to the advancement of American Indian Families.

Mr. Pimentel comes to the Southern California Indian Center from Washington DC, where he served as a Legislative Associate for the National Congress of American Indians, representing American Indians regarding healthcare issues. He has worked with tribal and urban communities on Medicaid expansion, behavioral health policies, prevention programs (including substance abuse) and wellness initiatives.

Mr. Pimentel's undergraduate work includes health and exercise promotion from La Sierra University and Native American studies and history from the University of California at Riverside. Gabriel's graduate work includes American Indian studies and public health from the University of California at Los Angeles. He is currently studying business administration

at the University of Arizona. He and his wife have been married for 20 years and have two children together.

JONATHAN PORT

Jonathan Port is the founder and CEO of PermaCity, a leading solar energy design company that designs, constructs and installs photovoltaic energy systems for commercial, governmental and residential customers. Mr. Port sees himself as a sustainable designer and planner on a mission to accelerate the pace of society's transformation from harmful fossil fuels to a green energy future. His firm's proprietary product, the solar strap system, is helping clients save money, energy and the planet.

Prior to founding PermaCity, Mr. Port was CEO of a multi-million dollar independent green utility provider. He has also served as vice president for a retail real estate development company and as an associate consultant on the planning staff of Economics Research Associates where he worked on the California High Speed Rail feasibility study.

Mr. Port holds a Master of Science in urban planning and sustainable development from Auckland University in New Zealand and a Bachelor of Science in city and regional planning from Cal Poly San Luis Obispo.

CARMEN RAD

At the age of twenty-five, Carmen Rad refused to allow her career to plateau as an assistant and used her background in fashion design and marketing to launch CR&A Custom. With just one employee (her mother) and no outside funding or equity with which to secure a loan, she worked tirelessly out of her extra bedroom and began producing custom clothing, promotional items, and embroidery work. Soon after, she convinced her husband Masoud to be her partner when he realized she was actually making a profit. Together, they pivoted from an apparel promotional company to a large format printing company.

CR&A is celebrating its 26th year in business in 2019. In an industry dominated by men, Ms. Rad has had the type of success that Latina women can emulate. CR&A Custom is among only a handful of large-format digital printing and outdoor advertising companies in America that is minority (Hispanic) and woman-owned. CR&A Custom operates out a 25,000 square foot facility in the heart of Downtown LA. and is full-service with the capability to design, manufacture, print, and install commercial signage and outdoor advertising formats, including billboards, building wraps, trade show exhibits, wall/window/floor graphics, point-of-purchase displays, vehicle wraps and fleet graphics, and more.

SERGIO RASCÓN

Sergio Rascón currently serves as the Business Manager for the Laborers Union Local 300. In 1989 he was elected to the Executive Board of Local 300 and soon began his ascendency through the ranks of Local 300. He has served as the Business Manager and President of Local 300 since 1995.

Mr. Rascón served on the Metropolitan Water District's Board of Directors from 1997 to 2001. While serving as a MWD Board Member, he held the positions of Vice-Chairman of the Subcommittee on Organization and Personnel, served on the Budget and Finance Committee as well as the Legal Claims Committee. Mr. Rascón also served as a Los Angeles City Commissioner on the Convention and Exhibition Center Bureau from 2002 to 2005.

Mr. Rascón currently serves on the National Executive Board of the Latin American Council for Labor Advancement as a National Vice President. He also serves as a delegate to the California Consumer Federation, the California Federation of Labor, and the A. Philip Randolph Institute, and as a representative on the L.A. County Federation of Labor Executive COPE Board.

STEVEN SIMON

ALEXANDRA SUH

Alexandra Suh is Executive Director of KIWA (Koreatown Immigrant Workers Alliance). She also serves on the Executive Board of the LA County Federation of Labor and on the Board of Directors of the National Immigration Law Center (NILC).

Ms. Suh joined KIWA's staff in 2009 and began as director in 2011. (KIWA) is a multiracial worker center in Los Angeles. Founded in 1992, KIWA's mission is to build the power of immigrant workers and residents, and to organize a progressive grassroots leadership to transform our workplaces and communities, in Los Angeles and beyond. Her past experience includes community organizing and advocacy around women workers, peace and trade justice, and immigrant women facing homelessness, prostitution, mental illness, and substance abuse.

Ms. Suh holds a Ph.D. from Columbia University and also took courses in regenerative studies at Cal Poly Pomona with the aim of integrating environmental solutions with social and economic justice work. She was formerly a professor at Scripps College, The Claremont Colleges. She and her partner live in Koreatown where they are raising two children.

MARIA TURRUBIARTES

Maria Turrubiartes started her career at the California Department of Rehabilitation (DOR) in 2012 as a Vocational Rehabilitation Counselor in the Van Nuys/Foothill District, providing direct services to consumers out of the Santa Clarita, West Valley, and Lancaster offices. In June 2015, she was promoted to Rehabilitation Supervisor/Staff Services Manager/Team Manager in the Lancaster branch where she supervised a Vocational Rehabilitation Service Delivery Team. In September 2018, she was promoted to District

Administrator to the Greater Los Angeles District where she supervised nine units covering the greater Los Angeles area.

In May 2019, Ms. Turrubiartes was promoted to Regional Director for Greater Los Angeles. Prior to DOR, she was employed as an Academic Advisor for Pasadena City College and ran a family-owned business for many years.

Ms. Turrubiartes holds a Master of Science in counseling with an emphasis in rehabilitation counseling from California State University, Los Angeles and a Bachelor of Science degree in rehabilitation services from California State University, Los Angeles.

Ms. Turrubiartes resided most of her childhood and early adult life in Los Angeles. In her spare time she enjoys hiking with her two dogs, traveling and learning about other cultures.

CHARLES WOO

Charles Woo is the Chief Executive Officer and co-owner of Mega Toys, a toy manufacturing, import/export, wholesale and retail company.

Mr. Woo is the current Chair of the City of Los Angeles Workforce Development Board and has served in that capacity across the tenure of five Los Angeles City Mayors (i.e., Bradley, Riordan, Hahn, Villaraigosa and Garcetti).

Mr. Woo was the Chair of the Los Angeles Area Chamber of Commerce in 2001 and is now actively involved with and serves on the Board of Directors of numerous community betterment and civic organizations.

Mr. Woo graduated Summa Cum Laude with a Bachelor of Science and earned a master's degree from the University of California, Los Angeles.

STEVE ZIMMER

Charlie Woo

Charlie Woo is an international entrepreneur and a real estate developer with a passion for public policy, civic engagement, and leadership development.

As an entrepreneur, he co-founded Megatoys, an international toy manufacturing company headquartered in Los Angeles, California, and serves as its CEO.

As a real estate investor and developer, Charlie turned the once run-down industrial area in downtown Los Angeles into a thriving toy wholesale district by attracting hundreds of immigrant entrepreneurs to start toy businesses there. He is also a developer of housing and commercial mixed- use projects in the Arts District of Downtown Los Angeles.

Charlie's business accomplishments and his impact on the regional economy were featured in various news publications, including *Fortune, The Economist, New York Times, and Los Angeles Times*. He is a former chairman of the Los Angeles Area Chamber of Commerce, as the first Asian American to head this prestigious business organization in the region.

Charlie has a long history of civic and community involvement. He is also a co-founder and Chair of Center for Asian Americans United for Self Empowerment (CAUSE) with its mission of encouraging civic engagement in the Asian American community and developing the next generation Asian American civic leaders. He is on the board of the Pat Brown Institute for Public Affairs at California State University, Los Angeles, and also a trustee of the Southern California Public Radio

He currently chairs the Workforce Development Board for the City of Los Angeles, a commission that oversees the nation's second largest workforce development system. Known for his innovative approach to workforce development, he was appointed and re-appointed by five successive mayors of Los Angeles to chair this board. He previously served on the California Economic Development Commission as well as the California Commission on Asian and Pacific Islander American Affairs.

Charlie, an immigrant from Hong Kong, received both his M. S. and B. S. degrees in Physics from UCLA.

Garrett Gin
Senior Vice President - Market Executive, Greater Los Angeles
Local Markets Organization
Bank of America

Garrett Gin serves as the Local Market Executive for Bank of America in Los Angeles. In this role, he leads a team of professionals that is responsible for numerous local market initiatives, including local marketing and philanthropy; community reinvestment and development; community engagement; and corporate sponsorships in the region.

These local marketing strategies and programs help to drive brand visibility, employee engagement, and the integration of the bank's business divisions throughout Greater Los Angeles. Prior to joining Bank of America in 2009, Garrett served as the Director of Communications & Public Affairs for Merrill Lynch in California.

He is active with numerous business and civic organizations, including serving on the boards of the City of Los Angeles Workforce Development Board, the Los Angeles Business Council, the Central City Association of Los Angeles, Los Angeles Family Housing, and the National Asian Chamber of Commerce and Entrepreneurship. For his civic engagement efforts, Garrett was named by the Los Angeles Business Journal in 2023 as a "Leader of Influence" in the banking industry.

A strong proponent of diversity & inclusion, Garrett serves as one of the enterprise chairs for the bank's Asian Leadership Network – and is a member of the bank's Asian Advisory Council. In addition, he was selected as a recipient of Bank of America's Global Diversity & Inclusion Award in 2022.

Garrett Gin
Market Executive – Greater Los Angeles
Local Markets Organization
Bank of America
[redacted]

BANK OF AMERICA

Chad Boggio

Chad Boggio is a Council Representative for the Los Angeles/Orange County Building & Construction Trades Council, AFL-CIO.

Mr. Boggio joined the Los Angeles/Orange County Building Trades Council as a Representative in September 2021. A career labor leader, prior to joining the Council, Mr. Boggio served as one of two principle officers of the International Union of Bricklayers and Allied Craftworkers Local Union in Los Angeles for 26 years.

In addition to his many years in union leadership Mr. Boggio holds a Designated Subjects Vocational Teaching Credential and has taught construction skills to aspiring apprentices on their paths to becoming competent tradesmen and tradeswomen.

Michelle Crenshaw – Bio

Michelle Crenshaw has made her career freelancing within the private sector job market and she has been working in the entertainment motion picture industry most of her adult life. Michelle started working numerous features, television shows, and documentary in Chicago Illinois. In the mid-eighties, after graduating from Columbia College, she interned with union cameramen, getting her start on films such as “Uncle Buck” and working several features for the late John Hughes before heading west to Los Angeles. In twenty seventeen, Michelle returned to her home town of Detroit, Michigan as an artist in resident, teaching Cinematography to advanced media students at Wayne State University. When time allows Michelle shares skills as an adjunct faculty member for University of Southern California Cinematic Arts program. As a member of the International Cinematographers guild IATSE local 600, she was recently re-elected on the National Executive Board. Michelle is currently filming a documentary for Refinery29 and will start a new television show this fall for CBS.
Michelle Crenshaw IATSE local 600

International Cinematographers Guild (IATSE) Local 600 *(from its website)*

ABOUT US

The International Cinematographers Guild represents the most talented camera professionals and publicists in the world. The technicians and artisans in our union are the creators of the visual images on the big screen, the television screen and our computer screen.

We hope you find this website informative and useful. Take your time and browse. If you're a member, log in to My600. If you work in our industry, we want you to get a picture of the extraordinary range of our members' skills and accomplishments. And if you're considering a career in cinematography, take a look at the amazing opportunities available to union cinematographers, operators, assistants, and publicists.

Mission & Philosophy

To achieve, by organization and mutual endeavor, the improvement of the social and economic conditions of workers in the Theatrical, Motion Picture, Television and related industries in the United States and its territories engaged in photography or otherwise permanently recording images of all kinds for production; to assure the maintenance of a fair rate of wages for such workers for services competently rendered; to assure the employment of all such workers; to acquire, possess, and disseminate useful information in regard to such work and to secure to ourselves by unity of action such benefits as are rightly ours.

Short History of the Guild

In the early days of the Motion Picture Industry, before coast-to-coast air travel and lightweight mobile camera equipment, there were three centers of film production: New York, Chicago and Los Angeles. Three separate camera Locals represented the camera crews in those areas: IATSE Local 644 in the East, Local 666 in the Midwest and Local 659 in the 13 Western states.

As travel became easier, equipment more mobile and crews began to shoot more often on distant locations, jurisdictional disputes became a problem among the locals. Producers began playing one local against another to drive wages down and camera crews found themselves crossing each other's picket lines. Finally, in 1996, IATSE President Thomas C. Short merged the three Locals together, creating IATSE Local 600, the International Cinematographers Guild (ICG), covering the entire United States and Puerto Rico.

At the time of the merger, a new Constitution and By-Laws for IATSE Local 600 was adopted by representatives from the three former Locals appointed by the presidents of those Locals. To facilitate the representation of members across the country, a National Office was established in Los Angeles, which also covers the Western states, a Central Region Office, covering territories between Chicago and the Gulf of Mexico and an Eastern Region Office covering productions in New York and other Eastern states.

Since the merger, camera crews may now work anywhere in the United States. That means you may work as a local employee within sixty miles of home and, depending upon the region in which you reside, in one of the two main production cities (New York or Los Angeles) and elsewhere provided the producers pay the costs of transportation, housing and per diem.
In January of 2002, the Publicists Guild merged into the ICG and we now represent Publicists nationwide, as well as camera crews.

Contact Us

Our Offices | Member Services | Social Services | ICG Magazine | Web Support | Meet the Reps (NEW)

Safety Hotline: 877-424-4685 (877-ICG-HOTLINE)

Our Offices

WESTERN REGION (NATIONAL OFFICE)

7755 Sunset Boulevard
Los Angeles, California 90046
(323) 876-0160

EASTERN REGION

70 W. 36th St., 9th Floor
New York, New York 10018
(212) 647-7300

CENTRAL REGION

Atlanta

1355 Peachtree Street NE, Suite 1060
Atlanta, GA 30309
(404) 888-0600

Chicago

216 S. Jefferson St., #400
Chicago, IL 60661
(312) 243-3841

New Orleans

(504) 708-4224
(352) 409-2129 Cell

Veronica Corona Bio

Veronica Corona works hard to keep Southern California office buildings clean. In fact, "Keeping It Clean While You Sleep" is the motto of her company, CM Cleaning Solutions, a world-class janitorial services firm headquartered in Los Angeles, CA. As the owner and managing partner of one the area's leading commercial cleaning businesses, she believes a clean building or office space is a true testament to a company's branding and level of customer care. Her clients clearly agree.

The CM Cleaning Solutions client list includes some of the top corporations in the country like Warner Bros., Entrepreneur Media, Community Bank, Cedar Sinai Hospital and Vanir Development Company, to name a few.

Prior to starting CM Cleaning Solutions, she managed a janitorial company in Los Angeles, where she achieved over $1 Million in sales for two consecutive years. She later went on to work for another company where a customer encouraged her to start her own business. In 2009, she and her business partner did just that. With a lot of hard work, the two have grown the company to a million-dollar business in less than five years.

A 15-year veteran of the commercial janitorial service industry, Veronica is committed to providing personalized service. She is even known to roll up her sleeves and join a crew to ensure client satisfaction.

She attributes her drive and dedication to her parents whom emigrated to the U.S. from Mexico and instilled a strong work ethic in Veronica and her three siblings. That work ethic combined with a passion for fostering relationships has led her to become an award-winning entrepreneur. Veronica has been recognized by the California Hispanic Chamber of Commerce as a Rising Star, recognized as Mujer Destacada by La Opinion in 2013, honored with the 2014 Latina of Influence award by *Hispanic Lifestyles* magazine, and she was presented with the 2014 Small Business Award by the Los Angeles Latino Chamber of Commerce.

With a strong desire to give back and to empower and inspire women, the bilingual Los Angeles native is active in her community and serves on the boards of several non-profits, including the California Hispanic Chamber of Commerce, National Latina Business Women Association (NLWBA) as advisor, Financially Fit Foundation and HBN Bilingual Toastmasters. She is also past president of NLWBA Los Angeles and a Competent Communicator in Toastmasters

When Veronica is not managing day-to-day operations of CM Cleaning Solutions, volunteering or speaking on panels, you can find her perfecting her swing at a local golf course, reading or spending time with her family and friends.

David L. Crippens

Profile

For more than 55 years community-based organizations, educational institutions, government agencies, and faith-based groups have relied on David's leadership. He helps bring people together to develop effective strategies to create positive systemic changes in their communities. His work supports intergenerational understanding, successful aging, lifelong learning, effective workforce development programs, affordable housing, and more.

Professional Experience

2001- Present

- Field Instructor, University of Southern California School of Social Work, September 2012 to 2019
- Interim Executive Director, Los Angeles Regional Crime Stoppers, October 2012 to February 2013
- Mentoring Consultant, Mayor's Office, City of Los Angeles, 2006 to 2007
- Interim Chief Operating Officer, TreePeople, August to October 2004
- Consultant, California State University, Dominguez Hills Advancement Department, 2004
- Interim Executive Director, California African American Museum, June 2002 to May 2003
- Interim Executive Director, Los Angeles Youth At Work, June 2001 to February 2002

KCET-TV, Los Angeles (PBS West Coast Flagship Station) **1973-2001**
Senior Vice President of Foundations and Education

- Developed, produced and acquired broadcast programs and educational outreach projects to support lifelong learning and enrichment

- Developed and delivered innovative educational telecommunications programs for educators, parents, and students of all ages
- Established effective broadcast and non-broadcast programs and interactive services
- Provided multimedia, website development, and videoconferencing workshops
- Supervised development and maintenance of KCET website and interactive program web pages
- Served as Station Manager, Producer, and Executive Producer

Major Accomplishments:

- Raised over $70 million for broadcast programs and educational services
- Helped pioneer the use of educational outreach in prime-time public television
- Produced award-winning public television series and related educational outreach programs
- Served as on-air talent for local and national public television broadcasts
- Received Public Broadcasting Service (PBS) award for best website for two consecutive years
- Accomplished public speaker and motivator, representing KCET in the community

Current Board Service

- Member, Executive Committee, City of Los Angeles Workforce Development Board
- Chair, City of Los Angeles Workforce Development Board Youth Council
- Founding Chair and current Board Member, UNITE-LA
- Member, Stovall Foundation
- Member, Social justice Learning Institute
- Volunteer, AARP

Previous Board Service

- Chair, Los Angeles Trade-Technical Community College Foundation Board
- Chair, Los Angeles Universal Preschool Board
- Chair, Los Angeles Unified School District Bond Oversight Committee
- Chair, Trustee Board, Second Baptist Church of Los Angeles
- Member, Antioch University Board of Trustees
- Member, State of California School to Career Advisory Committee
- Member, *Education Week* Board

Peace Corps

Volunteer in Nigeria—1964-66
Trainer—1966-1969

Education

Master of Social Work, San Diego State University
Bachelor of Arts, Antioch College, Yellow Springs, Ohio

Awards (selected)

- Los Angeles Chamber of Commerce Chairs Award
- John Mack Award, African-American Board Leadership Institute
- Martin Award, INROADS Inc., Los Angeles
- Rufus Putnam Visiting Professorship, Ohio University School of Telecommunications
- John Swett Award, California Teachers Association, for Outstanding Coverage of Educational Issues and Concerns
- National Citation Award, National Society of Phi Delta Kappa, Inc.
- Corporation for Public Broadcasting Fellow

JESSE CUEVAS

PROFILE

Over twenty years of diverse, extensive, and in-depth experience in the Workforce Development system with the Workforce Services and Unemployment Branch of the Employment Development Department.

EXPERIENCE

DIVISION CHIEF, EMPLOYMENT DEVELOPMENT DEPARTMENT; LOSANGELES, CA — 2020-PRESENT

Division oversight of the Wagner Peyser activities, programs, and projects in support of the the WorkforceInnovation and Opportunities Act (WIOA), Jobs for Veterans State Grant, Migrant Seasonal Farmworker program, Trade Act among the many programs administered by the State of California in Los Angles City/County and the Coastal Cities of California.

DEPUTY DIVISION CHIEF, EMPLOYMENT DEVELOPMENT DEPARTMENT; LOS ANGELES, CA — 2018-PRESENT

Regional oversight of the activities, programs, and projects in support of the the Workforce Innovation and Opportunities Act (WIOA), Wagner Peyser program, Jobs for Veterans State Grant, Migrant Seasonal Farmworker program, Trade Act among the many programs administered by the State of California in the Ventura, Santa Barbara, San Luis Obispo, Monterey, and Santa Cruz Counties.

CHIEF OF STAFF, EMPLOYMENT DEVELOPMENT DEPARTMENT; LOS ANGELES, CA2016-2018

Planned and directed all administrative, financial, and operational activities for the Los Angeles/Coastal Workforce Services Division. Acted as Point of Contact between theExecutive Leadership Team, Senior Management, and Stakeholders for the WorkforceService Brach and Division.

EMPLOYMENT PROGRAM MANAGER III, EMPLOYMENT DEVELOPMENT DEPARTMENT; LOS ANGELES, CA — 2014-2016

Managed Workforce Services programs and activities for the Los Angeles/Metro, East LosAngeles, Huntington Park and South Gate communities. Partnered with various mandatedco-located partners to administer job services in an Integrated Service Delivery environment.

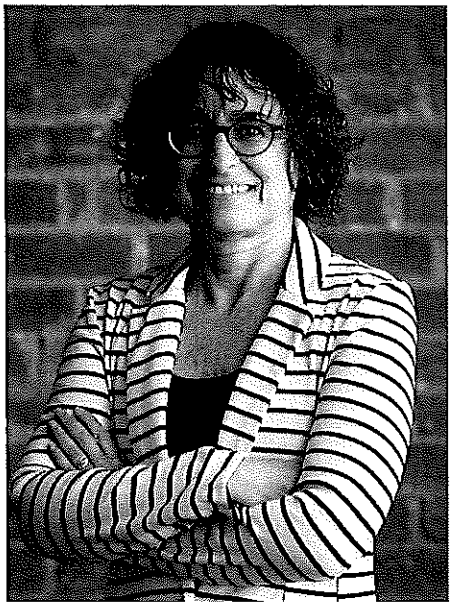
TRAINING MANAGER, EMPLOYMENT DEVELOPMENT DEPARTMENT; LOS ANGELES,CA - 2014-2012

Developed and administered training programs for staff and management in the Los Angeles/Ventura Workforce Services Division.

SKILLS

Demonstrated competency in Business Acumen, Inspirational Leadership, Business Process Improvement, Strategic Planning, Active Listening and Strong CommunicationSkills, Conflict Resolution, and Negotiation.

1255 S Central Ave, Glendale, CA 91204 818-409-1259 Jesse.Cuevas@edd.ca.gov



Kathy A. Finn

Secretary-Treasurer, UFCW Local 770

Kathy, Local 770's Secretary-Treasurer, has been assisting President Grant and Local 770 with contract negotiations and contract enforcement for almost 25 years. She graduated from UCLA School of Law in 1990 and then worked as an attorney with our labor law firm, Schwartz, Steinsapir, Dohrmann & Sommers for six years prior to coming on staff with Local 770. Kathy also serves as the Collective Bargaining Co-chair for the UFCW International Women's Network, an organization dedicated to mentoring and training women members to encourage and enable them to take on leadership roles within the Union.

EWDD cdd <lacitywib@lacity.org>

RE: Request from Mayor's Office

[redacted] Wed, Mar 20, 2024 at 10:43 AM
To: LACityWDB <lacitywib@lacity.org>

Here is my info/photo…

Garrett

Garrett Gin

Senior Vice President - Market Executive, Greater Los Angeles

Local Markets Organization

Bank of America

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A strong proponent of diversity & inclusion, Garrett serves as one of the enterprise chairs for the bank's Asian Leadership Network – and is a member of the bank's Asian Advisory Council. In addition, he was selected as a recipient of Bank of America's Global Diversity & Inclusion Award in 2022.

Garrett Gin
Market Executive – Greater Los Angeles
Local Markets Organization

[redacted]

BANK OF AMERICA

***Please save my new email address: garrett.gin@bofa.com ***

From: LACityWDB <lacitywib@lacity.org>
Sent: Wednesday, March 20, 2024 10:00 AM
To: EWDD cdd <lacitywib@lacity.org>
Subject: Request from Mayor's Office

Hello All,

I am in need of a current bio/resume and a photo for each one of you to respond to a request from the Mayor's Office.

I am under a tight deadline, and because we are housed in temporary swing space for this calendar year, we do not have access to our files. They are in deep storage until 2025.

I appreciate your cooperation in providing your bio/resume to me as soon as possible.

Thank you.

bianca

City of Los Angeles Workforce *Development* Board

Economic & Workforce Development Department (EWDD)

1200 W. 7th Street, 6th Floor
Los Angeles, CA 90017-2349
Tel. 213-744-7164 / TTY 213-744-9395 /
lacitywib@lacity.org

Proud Partner of America's Job Center of California WorkSource Centers/

YouthSource Centers / HIRE LA's Youth Initiative

www.caljobs.ca.gov

WDB meetings, reports, events info, and more at www.wiblacity.org

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NANCY HOFFMAN VANYEK, ACE

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PRESIDENT / CEO

Results-driven professional with experience in both the political and business arenas. Sharp, politically savvy, and skilled at uniting people and the business community toward a shared vision. Well-known and highly regarded in the community, gracefully connects with high-power political leaders, small business owners, struggling workers, and everyone in between. Consistently open, honest, and transparent communicator. Creative and able to offer and implement new ideas that benefit both the customer and the business. Recognizes the intrinsic value that everyone brings to the table, across differing cultures, generations, and values.

DEMONSTRATED ACHIEVEMENTS

- ✓ Transformed the Chamber from the Van Nuys Chamber into a regional business organization now recognized as the primary voice of business in the San Fernando Valley, building a solid regional presence, successfully forming coalitions, and providing leadership in representing business interests to federal, state, and local governments.
- ✓ Built a proven track record with state agencies to be sought out for workforce development grants and contracts earning the Chamber multiple funding sources to help businesses offset costs and provide training.
- ✓ Secured over 2M in funding to assist employers in upgrading the skills of their workers and help businesses remain viable and able to successfully compete in the global economy while providing workers with reasonable wages, secure employment, and opportunities for advancement.
- ✓ Successfully championed the independent craft brewing industry, lowering fees for small brewers and helping all those in the industry throughout the City of Los Angeles keep their costs low as they grow their businesses.
- ✓ Launched the Save Small Business Coalition (SSBC) to find relief funding for businesses closed due to COVID-19 mandates. Several SSBC recommendations were included in the Stage 4 stimulus package.

S AREAS OF EXPERTISE

- Visionary Leadership
- Building Strategic Alliances
- Partnership Development
- Problem Solving
- Strategic Planning
- Team Building
- Public & Media Relations
- Seasoned Public Speaker
- Effective Communicator
- Fundraising
- Legislative Advocacy
- Board Development

EXECUTIVE EXPERIENCE

Greater San Fernando Valley Chamber of Commerce | Van Nuys, CA **1987–Present**
President/CEO (1993-Present)

Provides high profile leadership, vision, guidance and strategic direction for the programs and personnel of the Greater San Fernando Valley Chamber of Commerce. Creates consensus and obtains big picture goals by breaking down complex concepts and uses individual, personalized relationships to create buy-in.

- Facilitates and leads staff and board efforts to achieve the mission and goals of the organization.
- Knowledge and expertise on economic development principles, the regional economy, political environment, marketing and branding concepts, membership sales, and the opportunities and challenges to the growth and prosperity of large and small employers in the region.
- Focuses on achieving "best in class" outcomes.
- Full budgeting and Profit and Loss (P& L) responsibility.
- Identifies and monitors essential issues and trends; establishes collaborative rapport and relationships with the media, business community, government officials, and community agencies; and, influences public opinion and legislative policy on issues and projects.
- Writes articles and opinion pieces for the organization's newsletter, media submission, and various local, regional, and state publications. Represents the Chamber in television, radio, and newspaper interviews.

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Science, Management, *University of Phoenix*

Economic Essentials Certificate Program, *University of Oklahoma*

U.S. Chamber of Commerce, Institute for Organization Management, *Stanford University*

PROFESSIONAL AFFILIATIONS

City of Los Angeles Workforce Development Board

- Board of Directors, 2020 - present
- Chair, Business Services, Marketing, & Resource Development Committee

Western Association of Chamber Executives (WACE)

- Board of Directors, 2023-present; 1998–2004
- Presenter & Break-out Session Facilitator at various WACE Conferences
- Authored several articles for the WACE Insider newsletter

Western Association of Chamber Executives Educational Foundation

- Board of Directors, 2004–present
- Board Chair, 2011–2013
- Vice Chair, 2009–2010
- Auction Chair, 2003–2018

US Chamber Institute for Organization Management

- Member, Western Institute Board of Regents 2001–2002
- Class Advisor, Western Institute 2000 & 2001

Other Organizations

- Van Nuys Airport Advisory Board

NOTABLE ACHIEVEMENTS

- 20-year Accredited Chamber Executive (ACE), Western Association of Chamber Executives (WACE)
- Received 2023 Bizzi Award for Non-Profit Business of the Year from Los Angeles County Business Federation
- Received Executive of the Year, 2023, Western Association of Chamber Executives
- Received Woman of the Year, 2022, from Assemblymember Suzette Valladares, 38th District
- Received CEO of the Year, 2021, San Fernando Valley Business Journal Women's Business Council
- Received Russell E. Pettit Lifetime Achievement Award, 2012, WACE
- Named one of the Valley 200 most influential leaders in the San Fernando Valley, 2016-2023, San Fernando Valley Business Journal
- Honored by the CalChamber with the President's Circle Award of Excellence in 2009 -2013 and 2017-2019 for the Chamber's advocacy efforts
- Named one of the Valley's Women in Business, 2015, San Fernando Valley Business Journal
- Received Advocacy Award from Inland Empire Chambers of Commerce, 2021, for Save Small Business Coalition
- Received Program of the Year for Save Small Business Coalition, 2021, WACE
- Received Program of the Year for Clean Up Day, 2011, WACE
- Received Program of the Year for Latino Expo, 2012, WACE
- Honored by the San Fernando Valley Business Journal in 2009 – Best Chamber of Commerce

TERAYLAN HOLLINGSWORTH, MA

PROFESSIONAL SUMMARY

An experienced and proven trade association executive specializing in the development and delivery of innovative human resources solutions designed to advance and improve the operational performance of hospitals and healthcare facilities.

EDUCATION

Masters of Arts in Management, University of Redlands (6/2000)
Redlands, California

Bachelors of Arts in Organizational Management, Vanguard University (12/1998)
Costa Mesa, California

CERTIFICATIONS

Certified Wellness Program Coordinator (CWPC) (6/2015)

University of California, Los Angeles - CAHHS Leadership Development Program (10/2013)

PROFESSIONAL EXPERIENCE

HOSPITAL ASSOCIATION OF SOUTHERN CALIFORNIA - LOS ANGELES, CALIFORNIA
Vice President of Association and Human Resource Services (2008 to Present)
Responsible for the design, development and the delivery of human resources programs, services and products to include: human resources benchmark reports, educational programs and labor resources. Act as issue manager overseeing the work of volunteers serving on the human resources, nurse executive and employee wellness committees. Provide leadership on healthcare workforce issues and collaborate with stakeholders in the community on common issues. Collaborate with senior management on issues that have inter-department implications. Establish department's financial goals and strategies. Manage the Endorsed Business Partner program to generate non-dues revenue. Oversee human resources and association staff.

Director, Human Resources (1996 - 2008)
Manage the day-to-day operations of the department. Develop or identify services/resources to assist hospitals in making strategic and informed decisions on human resources issues. Track and report on labor unions in member organizations. Monitor and report on legislation affecting health care human resources. Manage all aspects of the association's compensation survey program. Interface with consultants on projects and special assignments. Establish business partnerships with external vendors to provide member benefits. Assume the role of Vice President of Human Resources in his absence. Manage support staff ensuring members needs are met.

Professional Resume

LaShondra Mercurius

Summary

Recruiting and Staffing Services Professional with over 12 years of progressive experience in staffing, recruiting, leadership, and management. Proven ability to deliver increased productivity through business development training, client-- relations management, retention, and outstanding customer service.

CEO - JLM Strategic Talent Partners

Privately Held Company; Staffing and Recruiting industry
February 2011 –Present

• Create, communicate, and implement the organization's vision, mission, and values and overall direction of the company.
• Lead, guide, direct, and evaluate the execution of strategies by the leadership team. • Formulate and implement the strategic recruiting, marketing, and business development plan, as well as, oversee the operations in accordance with the strategic plan.
• Maintain communication with established clients and develop strategic partnerships.
• Hire, train and develop a qualified leadership staff according to company guidelines. • Attend networking events and speaking engagements for business development.

Multi--Branch Manager-Roth Staffing Companies

Privately Held; Staffing and Recruiting industry
April 2008 – February 2011

• Develop and implement an effective marketing strategy to increase sales. • Maintain communication with established clients.
• Develop and implement an effective recruiting strategy.
• Communicate and coordinate all aspects of branch operations.
• Financial management of branch operations.
• Hire, train and develop a qualified staff according to company guidelines. • Coach and counsel associates on behavioral and performance issues. • Conduct performance reviews and staff meetings.
• Manage all staff for Multiple Branches.

Selected Accomplishments:
• Increased the Ledgent Finance and Accounting Branch's revenue by approx. 278% in the first 90 days employment with Roth Staffing. (2008)
• Promoted within first year of employment to manage and oversee multiple Branches within the Inland Empire.(2009)
• Doubled the Branch Revenue for the Ultimate Staffing Service Branch within the first 90 days of leadership in the worse economic environment in years.(2009)

Education:

Bachelor of Arts Finance and Accounting

IREM Real Estate
Scholarship 2000
CSUF Real Estate Scholarship 1999

California State University-- Fullerton -- College of Business and Economics

Activities and Societies:

Member of the CSUF Finance
Association

Certificates:

Human Resource Management California

State University-- Fullerton

Computer Skills:

MS Word
MS Excel MS
PowerPoint MS
Outlook,
SAP
Staff Suite
Field glass
Micro J Plus
Bullhorn
E-verify

Division Director - Robert Half International

Finance & Accounting Public Company; RHI; Staffing and Recruiting industry
November 2003 – April 2008

- Motivate, train, develop, and direct the Accountemps and Salaried Professional temporary and fulltime consulting service divisions for the Inland Empire marketplace.
- Oversee a team of 4 to 5 staffing professionals and 15 to 20 consultant's production; execute personal production required for all client and candidate placements activities.
- Develop and grow client base by selling temporary, project, and full time finance and accounting staffing solutions.
- Execute a variety of sales calls and conduct in-person meeting with key managers to C level and senior level executives for the purpose of relationship building and providing a total financial staffing solution based on the 125 and 12 model.
- Negotiate rates and fees with clients, as well as, conduct negotiations training seminars for new and tenured staffing managers.
- Recruit, interview and identify temporary and temporary to full- time opportunities. • Recruit, hire, and terminate for internal and consulting staff.

Selected Accomplishments:

- Achieved 1000+ billable hours within the first 5 months of employment, which was 64% above of the targeted goal, and a 4% increase from the previous month. (2004)
- Promoted to Division Director and increased the divisional hours by 56% within the first 6 months of leadership and thus achieved an historical "all time high" for the Ontario Branch Accountemps. (2005) • Ranked in the top 5% nationally and was selected to attend "Top Gun" for all the RHI's Top Producers for (2006)
- Accountemps Salaried Professional Services Aware for Outstanding Service.(2007) • Received the "Million Dollar Mile Stone" award for achieving $1 million dollars in gross margin and was distinguished as one of RHI's top producers.(2006)
- Received Regional Top Producer Award for May thru August of 2007 and ranked #1 in Southern California for Accountemps during this period. (2007)
- Attained a historical "all time high" for Salaried Professional Services for the Ontario Branch. (2008)

Corporate Accountant -- Capital Group Companies

Privately held organization; Investment Management
July 2000 – August 2003

Selected Accomplishments:

- Audited, general ledger coded, posted, and managed inter-company expenses for 18 subsidiaries, tax compliance, prepared lease and flux schedules, month and year end close
- Interfaced with vendors on enhancement of billing systems compatibility, research, and reconciliation issues, tested SAP software, developed manuals documenting business processes, guidelines, and training materials company wide.
- Developed, trained, and guided new associates, as well as, cross train veteran associates. • Converted company-wide postage plan to reserves accounts which resulted in $15,000 of annual savings, designed and conducted survey to analyze company's reward program in to drive uniformity and cost.

Dr. Kelly Nguyen's Bio Short Version:

As the co-founder and CEO of DrKumo, Dr. Kelly Nguyen is at the forefront of revolutionizing healthcare through technology. Under her leadership, DrKumo has earned recognition as one of four distinguished companies awarded the U.S. Department of Veterans Affairs' (VA) $1.032 billion national contract for an eight-year period, providing Remote Patient Monitoring-Home Telehealth (RPM-HT) technology solutions. Dr. Nguyen's relentless commitment has been the key to unlocking the potential of advanced technologies in Remote Patient Monitoring, Artificial Intelligence, and Machine Learning, dramatically transforming healthcare delivery and elevating patient outcomes to new heights.
Dr. Nguyen's journey to success is marked by profound challenges and remarkable achievements.

As a co-founder of Mission Road Pharmacy, she pioneered and consistently pushed the boundaries of what's possible in Specialty Pharmacy, focusing on serving patients in critical areas such as oncology, HIV/AIDS, hepatitis, rheumatoid arthritis, and mental health therapies. Her strategic vision fueled the company's exponential growth, with a 200% increase in revenue, reaching $160M within six years. This growth led to the acquisition and subsequent integration of the company into United Health/OptumRx, showcasing Dr. Nguyen's exceptional business acumen and her dedication to enhancing patient care. Her inventive spirit is further evidenced by her patents in Cryptographic Identity Authentication, blockchain, and a secure, anti-counterfeiting track and trace system, with 2 patents granted and 4 pending in the field of cryptographic security and advance AI/ML for autonomous, close-loop healthcare monitoring and proactive intervention system.

For her impact-driven and unwavering commitment of enhancing healthcare quality and accessibility through state-of-the art technology, Dr. Nguyen was awarded with the prestigious **North America 2020 Cartier Women's Initiative (CWI) Fellowship** and was recognized by the Alumni Association of University of California San Francisco (AAUCSF) with the distinguished **2024 UCSF Alumni Achievement Award, Alumni Entrepreneur Award.** This award honors an alum who demonstrates the highest caliber of innovation in science and/or health care through risk-taking actions and value-creating transformations.

[redacted]

DrKumo
Connected Health Technology

Casey O'Neill – Biography

Casey O'Neill works out of Biocom's Los Angeles office and has been assisting the non-profit life science organization with their public policy, STEM (Science, Technology, Engineering and Mathematics) and workforce development initiatives for more than two years. In conjunction with standing in for Biocom's Executive Director on LA's Workforce Development Board, Casey works closely with the LA Area Chamber of Commerce, the South Bay Workforce Investment Board and the Los Angeles Economic Development Corporation's (LAEDC) Bioscience Workforce Development Council. In addition, Ms. O'Neill advocates for the life science industry by helping Biocom put on important educational events throughout the greater Los Angeles region, as well as facilitating connections for professionals fostering and strengthening the Los Angeles industry cluster. Casey recognizes the innovation potential and economic value to both small and large companies in the county as LA grows towards becoming one of the nation's largest bioscience hubs.

In 2019 Casey was named a City of STEM Ambassador as she champions the City of STEM organization and their vision of science, technology, engineering and mathematics for *all* students in kindergarten through their senior year of high school. She also led the charge of representing Biocom at the 2019 Youth Mobile STEAM Convention "Hello Future." Casey has been involved in the development of the SBWIB's Bio-Flex Apprenticeship and Pre-Apprenticeship, which aids in creating a supplemental, hands-on certification program for those aspiring to have a career in the field of biosciences.

Prior to her employment at Biocom, she was a travel coordinator and events manager for one of Hollywood's boutique visual effects companies working with clients from Marvel to Microsoft. Casey's interests include the performing arts, her Christian faith, and volunteerism. She graduated from Pepperdine University's Seaver campus where she received her Bachelor of Arts Degree in Theatre and very much believes in their mantra "purpose, service and leadership." The issues of diversity and equity, as well as workforce development and rehabilitation are very close to her heart as she has always felt led to help with efforts for those experiencing homelessness.

Casey is originally from Seattle, Washington and has been a resident of Los Angeles County since 2005. She currently resides near Biocom's LA office in Sherman Oaks which is conveniently placed at the intersection of both the 101 and 405 bioscience corridors.

Hector Perez-Pacheco

[redacted]

Objective

Utilize my organizing abilities and extensive community resources toward developing programs to improve conditions for the community.

Highlights of Qualifications

Self-starter with exceptional communication skills. Successfully coordinates projects, programs, and events. Communicates well with a wide range of personalities. Manage all aspects of complex projects. A decision maker, well organized, resourceful, and works well independently. Extensive public service experience in non-profit organizations. Over 35 years of government relations experience.

Work History

PEREZ- PACHECO CONSULTING, Inc.

President and Chief Executive Officer, May 1996 to Present

Advocates on behalf of organizations and businesses to establish strong and informative relationships for the purpose of promoting, monitoring and facilitating supportive and beneficial relationships with local, state, and national government officials and agencies. In addition, has provided a wide variety of information and guidance in professional and organization development, marketing, government regulations and contracts, public relations, management and operations.

BIENVENIDOS FAMILY SERVICES

NATIONAL LATINO FATHERHOOD AND FAMILY INSTITUTE

Director of Community Resource Development, April 2000 to May 2006

Established ten fatherhood initiatives throughout the country. Organized a National Latino Fatherhood Conference, over 500 people attended to discuss fatherhood issues. Responsible for identifying resources to further develop fatherhood programs. Assist in developing local, state and national support with public officials. Responsible for organizing National Fatherhood Forums. Developed public relations tools and organized fundraisers for agency.

LATINO CHILDREN'S ACTION COUNCIL
Director, November 1997 to May 2002
Developed a network of Latino children advocates throughout Los Angeles County. Established a pipeline of information between federal, state, county, and local government. Successfully established a policy statement that addresses Latino children's issues. Work with Interethnic Children Council.

PLAZA COMMUNITY CENTER, Inc.
Public Relations Officer, April 1996 to April 2000
Responsible for overseeing the Public Relations Department. Served as liaison for public policy makers and worked with the White House, federal, state, county, city legislators and their staff. Organized several events and trained employees in conducting outreach for the agency. In addition, established and maintained excellent relationships with the local media.

LATINO UNITY FORUM
Director, April 1993 to April 1996
Developed a federation for Latino community-based organizations in Los Angeles County area. Organized regional councils of Latinos CBOs in the East Los Angeles, Hollywood, San Fernando, Long Beach and South-Central areas. Served as an advocate for Latino social rights.

CHARLEMAGNE ENTERPRISE
Proprietor, June 1991 to April 1993
Established a flower business. Managed all aspects of production, services and accounts. Developed and implemented a marketing plan that serviced southern California.

Professional Experience

Planned and coordinated complex details of the following events and programs:

- Strategist, SASE Ranch, LLC. Responsible identifying resources to enhance SASE ranch. In addition, provide government relations.

- Strategist, Noble quest Health Foundation. Responsible in developing government relations for Noble quest locations (Huntington Park/ Los Angeles/ Van Nuys). Worked on identifying resources to support the foundation.
- Strategist, Untied American Indian Involvement (UAII). Responsible in establishing in developing a strategic plan to meet objectives: Native Foundation, Corporations Support for UAII, housing and tribal relations.
- Strategist, Fresh Start / Dough Girl. Responsible in developing strategic plan for business and nonprofit to meet objectives.
- Strategist, Big Grassy First Nation (Canada) , Reestablishing an ancient trade routes of commerce(Wild Rice/ Casino Furniture) . Responsible in developing commerce with tribes in the Canada/ US/ Mexico.
- Government Relations Consultant, for First Med Ambulance. Responsible for government resource for the enhancement of First Med efforts.
- Government Relations Consultant, Fernadeno Tataviam Band of Mission Indians. Responsible for conducting government relations for the tribe at all of government (City, County, State and Federal). Conduct leadership training for staff and tribal senate. Advocate on behalf of the tribe to obtain federal recognition. Indentify financial resources for the tribe (1.3 million, Youth Reinvestment Fund).
- Government Relations Consultant, Academia Advance Charter School. Responsible for campaign to re-charter their middle school and high school. Conducted marketing outreach campaign to secure additional student enrollments.
- Executive Coaching, Salvadorian American Education Leadership Fund (SALEF) . Provide Executive Coaching for the New Executive Director. Indentify additional financial resources for SALEF.
- Government Relations Consultant, Los Angeles City Council member Mitch O'Farrell 13 district. Responsible in developing state legislation for homeless and housing financial resources for the City of Los Angeles.
- Government Relations Consultant, Mission Community Hospital, responsible for advocating on behalf of the hospital at the county, state, and federal level ensuring interest are being met. In addition, responsible to secure financial resources for Mental Health Crisis Stabilization Unit.
- Tribal Relations, LA City Council member Mitch O'Farrell. Responsible in securing support of tribal nations throughout the western hemisphere for

Indigenous Peoples Day 2019/2020. Raising funds for the LA Event from tribal nation, business and organizations.

- Consultant, Manitoba Music, Responsible for coordinating a music tour to three reservations (Pechanga/Pala/Morongo) for Elders/Children.
- Consultant, Kids Dental Place (KDP), Responsible for coordinating Governmental Relations campaign to promote KDP to all levels of government.
- Consultant, East Los Angeles Women's Center, Responsible for working on and identifying potential Board Members to serve on the ELAWC Board leadership and working with Executive Director on special projects.
- Consultant, Clinica Medica San Miguel, Responsible for coordinating a community and government relations campaign for Dr. Mahfouz Michael in support of his medical license.
- Community Relations Consultant, Lake on Wilshire, Responsible for developing support for Performing Art Center, Housing and Hotel.
- Executive Producer/Marketing Consultant, Barbareno Film produced by Shamus Entertainment
- Government Relations Consultant, Soledad Enrichment Action, Responsible for developing a Technical Assistance Division for SEA (Intervention/ Parenting/ Leadership)
- Government Relations Consultant, Managed Career Solutions, Responsible for developing government relations relationship and strategies.
- Government Relations Consultant, Semillas Community Schools
- Public Relations Consultant / Executive Coaching, ALL STATE INSURANCE Boyle Heights Office
- Marketing/ Public Relations Consultant, Brand New Day Health Insurance
- Marketing/ Public Relations Consultant, Zavala Law Group
- Consultant, ABC Sleep Center, Responsible for coordinating marketing campaign for Whittier office.
- Consultant, United Pacific Waste and Recycling Services, Responsible for recycling education campaign for City of Huntington Park.
- Agent, Nu Republic, Responsible for coordinating marketing efforts within the Latino Community.
- Consultant, Boyle Heights Community Youth Orchestra, Responsible for coordinating marketing campaign.

- Government Relation Consultant, New City Schools, Responsible for campaign to re-charter their elementary and junior high school.
- Government Relations Consultant, National Latino Fatherhood and Family Institute, Responsible for coordinating statewide and national policy efforts.
- Senior Consultant, YouthBuild International, Responsible for establishing YouthBuild programs in Canada.
- Consultant, Interim Executive Director of LA CAUSA YouthBuild, Responsible for Executive Director duties in maintaining operations of the organization.
- Consultant, San Miguel Spa, developed operation structure of the business.
- Consultant, Kid Dental Place, Responsible for developing a school/community education campaign improving dental hygiene of the Los Angeles community and promoting the services of Kid Dental Place.
- Consultant, Southern Chiefs Organization, US representative, Responsible for promoting the interest of the 33 First Nations with the providence of Manitoba, Canada.
- Consultant, National Compadres Network, Responsible for government relations in enhancing the organization's mission.
- Consultant, American Security Force, Developed a marketing strategy.
- Consultant, Clinica Medica San Miguel, Developed a public relations strategy for the company.
- Consultant, La Causa YouthBuild, Provided business development training workshops and strategic planning.
- Consultant, California Fatherhood Initiative, developed legislation to urge President of the US to support additional funding for fatherhood programs.
- Consultant/ Coach, Youth Build USA, Assisted Youth Build directors throughout the nation in meeting their program outcomes and provide national training on cultural sensitivity and program development.
- Consultant, East Los Angeles Women Center, assisted in developing relationships to further enhance centers mission and provide corporate support for annual Gala event.
- Consultant, Bienvenidos Inc, Gathered political support for program proposals.
- Consultant, City of Los Angeles Community Development, Assisted in coordination of proposals for funding.
- Consultant, US Census, Native American, Assisted in putting on a music and cultural event.

- Consultant, Greater El Sereno Chamber of Commerce, Developed and coordinate discount card program.
- Consultant, Richard Villa, developed branding for Mr. Villa and coordinate public relations activities.
- Consultant, Papa Cash, Coordinated strategic plan for discount card program.
- Consultant, Cruz Azul USA Soccer Academy, Coordinated all Public and Government Relations activities and assisted in identify and securing additional school locations Montebello and Santa Monica, CA.
- Senior Public Relations Manger, Margarita Jones Mexican Restaurant, coordinated all public and government relations activities with government officials in the city of West Covina, Pasadena, and Huntington Park and generated additional clientele.
- Consultant, Violence Intervention Project, Provided workshops on cultural awareness and positive relationships
- Consultant, Golden Rule Community Development, assisted in the development of the organization in providing low-income housing for Montebello/East Los Angeles communities and assisted in the coordination of the youth council.
- Senior Public Relations Coordinator, Margarita Jones Mexican Restaurant, coordinated all public and government relation's activities with government officials in the city of West Covina, Pasadena, and Huntington Park and generated additional clientele.
- Consultant, Violence Intervention Project, Provided workshops on cultural awareness and positive relationships.
- Coordinated the 1st through the 4th Annual National Latino Fatherhood Conference (2001, 2002, 2004, 2006), Secured location, organized logistics, timeline and funding.
- Consultant, Southwest Keys Programs (Austin, Texas), Identified locations for future expansion of services and provided government relations on behalf of the organization.
- Consultant, Roseau River Anishinaabe Nation, served as representative for tribal affairs in Los Angeles and coordinated an art exhibit in Santa Monica, CA.
- Consultant, National Compadre Network, implemented projects concerning the wellbeing of Latino males, assisted in developing a domestic violence directory.

- Consultant, Health Policy Outreach Center, Pat Brown Institute California State University Los Angeles (June 2004), Coordinated press conference for the Health Policy Outreach Center and 60 organizations to inform policy makers of the barriers to health care.
- Consultant, California State University Los Angeles ENLACE (Kellogg Foundation Project), Organized community council to develop programs to increase the number of Latinos accessing higher education.
- Co-Chair, El Dia de los Ninos Los Angeles Committee for 1999, 2000, 2001, 2002, and 2003, provided direction in organizing a yearly event taking place April 30th to celebrate children. Brought together over 10,000 children per event. Facilitated government resolutions of support for El Dia de Los Ninos.
- Consultant, Coordinated for The Latino Children's Action Council in conjunction with the East Los Angeles Chamber of Commerce a town hall meeting where U.S. Senator Diane Feinstien spoke on education, immigration and child welfare. Over 150 community leaders attended.
- Consultant, Coordinated for The Latino Children's Action Council in conjunction with The Los Angeles Annenberg Metropolitan Project a Social Promotion Town Hall Meeting to discuss the educational system and how it affects the welfare of children
- Consultant, Coordinated with Latino Children's Action Council and the Latino Issues Forum to host a forum to discuss Health Coverage for Latino Children: Medicaid and Children Health Insurance Program
- Consultant, Los Angeles Latino Federation Conference, helped organize conference at Cal State Los Angeles (500 community Leaders)
- Consultant, Arroyo Vista Family Health Center & Latino Marketing
- Citizenship Conference Coordinator, National Association of Latino Elected Officials
- Immigration Project Coordinator, Westside Legal Services Immigration Reform Control Act
- Coordinator, Latino Resource Organization Youth Program
- Researcher, Children Research Institute
- Legislative Assistant, Assembly member Robert Campbell

Promotion / Communications/ Marketing

- Developed and implemented a successful COVID education campaign for Mission Community Hospital for Panorama City community
- Developed and implemented a successful COVID education campaign for Fernadeno Tataviam Band of Mission Indians for the tribal community
- Conducted a successful marketing / recruitment campaign for Acdemia Advance for 2020/21 school year.

*Conducted a successful marketing / recruitment campaign for PUC ECALS for 2020/21 school year.

- Secure the passage of AB 683, signed by the Governor Jerry Brown to provide reentry population a cultural program.
- Secured Letters of Support for numerous Federal, State and Local proposals.
- Secured through U.S. Congress member Lucille Roybal-Allard and U.S. Senator Feinstein, $500,000 for the construction of a child/teen center in East Los Angeles.
- Secured a California State budget augmentation for the Mildred Hutchinson Children Center for $400,000 through Assemblywoman Gloria Romero and Senator Hilda Solis.
- Secured through County Supervisor Gloria Molina (Prop A.) $300,000 for the construction of a teen center in East Los Angeles.
- Successfully, advocated for and educated community about legislation for children's rights at the national, state, county and city governments.
- Developed marketing plans for several non-profit/profit organizations.
- Successfully persuaded businesses to donate services and products for events.

Management

- Responsible for organizing Latino Federation Region throughout Los Angeles County.
- Successfully recruited and trained volunteers for several events and programs.
- Facilitated dialogue between students and community members of diverse backgrounds.
- Supervised several employees and volunteers to accomplish tasks.
- Managed community campaigns toward educating and enhancing knowledge of social issues.

Public Speaking

- Spoke at over a hundred universities throughout the nation regarding public relations, marketing, government relation and Native/Latino civil rights.
- Spoke at various conferences on Latino/Native American Marketing/Government relations.
- Testified on Latino children's issues at Hearings for the California State Legislature (Senate/Assembly).
- Spoke at several universities throughout the country advocating for Latino, Chicano and Native rights (no on Prop 21, no on Prop 209, no on Prop 187, no on Prop 63, Chicano/Ethnic Studies, sacred land issues, environmental issues, school racial mascots, promote unity among cultural groups and youth leadership).
- Participated in numerous radio programs throughout the country on human rights (Radio 1020, KJLH, KPFK, FPCC, KALI, Power 106 and others)
- Participated in numerous television programs/public service announcements and press conferences throughout the country (Ch 5, Pacesetters, Ch 34 Los Angeles al Dia, Ch 52, Cablevision and others).
- Made numerous presentations promoting and educating on issues affecting human welfare.
- Spoke at the Inauguration of California Lt. Governor Leo McCarthy

Community Experience

- **County Commissioner**, April 2015- present Los Angeles County, Community Action Board district 1 commissioner for Los Angeles County Supervisor Hilda Solis
- **City Commissioner**, May 2014- present City of Los Angeles, Workforce Investment Board, Youth Council. City of Los Angeles Mayor Eric Garcetti.
- **Board Member**, November 2008 – November 2013 City of Huntington Park, Business Improvement District
- **President**, November 2007 – November 2008 City of Huntington Park, Business Improvement District
- **Vice President**, May 2004- November 2006 City of Los Angeles, Workforce Investment Board
- **Board Member**, June 2009- June 2011 Latino Diabetes Association
- **Board Member**, May 2002- May 2006 National Compadres Network

- **Chapter Coordinator**, February 2001- April 2002 USC Medical Center Ethic committee
- **Member**, May 2000 - May 2003 Alliance Against Racial Mascot
- **Steering Committee Member**, February 1997- May 2002 Guardian of Sacred Lands
- **Board Member**, October 1996 - May 2003 American Indian Organization Industrial Ctr.
- **Board Member**, June 1995 - June 1997 Eureka Foundation
- **Fellow**, September 1992 - September 1994 Latino Resource Organization

Education Background

Santa Clara University, September 1985 - 1987
POLITICAL SCIENCE & CIVIL ENGINEERING

California State University, Los Angeles, September 1988 - June 1993
POLITICAL SCIENCE & PUBLIC ADMINISTRATION

Gabriel Pimentel

[redacted]

Executive Management

Accomplished professional with extensive years of experience developing successful programs and streamlining organizational operations to accomplish defined objectives.

Proven track record of developing and managing large-scale budgets, minimizing operational costs, and maximizing corp[redacted] profitability. Expertise in executing best practice organizational policies, providing high-quality customer service, and driving process improvement. History of cultivating long-term relationships with key stakeholders, corporate and government leadership in an effort to negotiate and finalize contracts or appropriations. Well-versed in ensuring compliance with administrative, legal, and regulatory requirements. Prudent at leveraging strong leadership skills to coach and mentor high-performance teams for optimum productivity. Articulate and refined communicator; known for cultivating long-term relationships with all levels of management to establish strategic alliances through cross-functional collaboration.

Areas of Expertise

- Program Development
- Budget Control
- Administrative Support
- Change Management
- Project Planning & Delivery
- Quality Assurance
- Contract Negotiation
- Employee Engagement
- Team Leadership

Career Experience

Southern California Indian Center, Los Angeles, CA **2018 – Present**
Executive Director

Analyze and manage various local, state, and federal grants/contracts. Establish grant and contract measures in accordance with performance goals. Collaborate with local/national leaders to execute policies and programs for organizational advantages. Provide concrete support services to more than 2K families. Improve overall performance by providing coaching and mentoring to corporate staff.

- Ensured remarkable productivity growth and 42% reduction in operational costs
- Implemented educational program with more than 90% completion rate
- Enhanced annual revenue by millions of dollars through establishment of responsive community-based organization
- Developed youth higher educational program with more than 80% college acceptance rates
- Introduced domestic violence prevention program impacting 11K individuals in Southern California
- Executed multimillion-dollar workforce initiatives to address food insecurity, homelessness, and unemployment issues
- Maximized organizational profitability via strategic and efficient restructuring
- Implemented a multi-county behavioral health home visiting program for Native Americans

Friendship House, San Francisco, CA **2022 – 2023**
Executive Director

Managed and directed the operation of an in-patient substance abuse and behavioral health treatment center. Analyzed and managed various local, state, and federal behavioral health grants/contracts. Established policies and contracts with various local, state, and federal agencies for the development of an urban resource center. Improve overall performance and morale of staff by providing coaching, mentoring and training.

- Introduced standards that increased moral with clients and staff
- Managed culturally specific counseling and educational programs reducing recidivism
- Executed policies to implement new funding sources including VA, Medicaid and Medicare
- Maximized organizational profitability via strategic and efficient restructuring
- Initiated Capital Campaign raising over 30 million dollars
- Spearheaded new treatment center construction
- Managed city, county and state exemptions for construction permits and EPA issues
- Implemented policies that increased productivity and fiscal growth

Hartland Institute, Rapidan, VA 2017 – 2018
Advancement & Development Director/Media & Publications Director

Delivered valuable recommendations for investment in foundation infrastructure and publication endeavors. Updated policies and ensured confidentiality/accuracy of current/prospective donor records. Enabled successful and on-time completion of all initiatives by providing strong leadership for targeted major gift initiatives, campaigns, and special projects, such as development of short- and long-range fundraising tactical plans. Led management of comprehensive development program, including foundation contributions, corporate sponsorships/partnerships, prospect research functions, volunteer engagement, active media, and social media presence. Drove continuous improvement by contributing in learning and teaching organization.

- Optimized revenue via the development of wellness programs
- Implemented a data-based programming to increase revenue
- Facilitated policies and procedure increasing alumni interaction and involvement
- Enhanced web-based platforms increasing interaction by 5,000%
- Created a profitable web-based and brick & mortar bookstore

National Congress of American Indians, Washington, DC 2016 – 2017
Health Legislative Associate

Developed policies and programs by coordinating with US government departments and agencies. Examined legislation about health (and its impact on US tribal communities), created reports, prepared statements, and wrote memoranda for legislative hearings. Rendered administrative support to department of Interior, CMS, SAMHSA, and HHS. Delivered educational assistance to government officials on issues related to tribal policies and treaties. Created and executed federal health policy. Implemented health fellowship program at graduate level. Wrote and distributed multimillion dollar grants from federal sources. Performed research/analysis and provided support for Tribal Behavioral Health Agenda, a working template for government agencies and internal/external stakeholders. Collaborated with government agencies regarding SNAP, CHIP, and Medicaid expansion.

- Managed multimillion-dollar wellness program with 88 sites at national level
- Established strong professional relationships and partnerships with Tribal Nations and non-profit organizations/corporations
- Enhanced Medicaid expansion across the United States
- Facilitated a robust graduate student internship in coordination with the Seventh-Day Adventist General Conference
- Led successful development of behavioral health agenda program

Southern California Indian Center, Los Angeles, CA **2013 – 2016**
Operations Director

Delivered developmental feedback to team members, communicated difficult messages, and ensured performance improvement. Established set of metrics to manage grant performance about program development. Developed programs with focus on change management, talent development, and employee engagement. Organized training sessions for staff to ensure professional development and promotion of employees.

- Implemented successful workforce development program for employee and contractor
- Fostered strong professional relationships, boosted employee morale, and enhanced productivity/retention
- Created robust volunteer programs aiding local communities
- Developed and Managed social service programs
- Facilitated youth educational programs
- Collaborated in the establishment of a college preparatory program with UCLA to aid disadvantaged youth, a program that has such expanded to UCI, UCSD, UCR, San Diego State and the University of Arizona

Additional Experience

Guest Lecturer Exercise Science and Health Promotion, La Sierra University, Riverside CA

Guest Lecturer GIS, Loma Linda University, Loma Linda, CA

WDB Board Member, Los Angeles City Workforce Development Board, Los Angeles, CA

WDB Committee Chair, Disadvantaged and Under-represented Populations, Los Angeles City Workforce Development Board, Los Angeles, CA

UCLA School of Nursing Board Member, Los Angeles, CA

UCLA Graduate and Professional Student Alumni Vice President, Los Angeles, CA

Education

Master of Public Health
University of California, Los Angeles, CA

Master of Arts
University of California, Los Angeles, CA

Bachelor of Arts
University of California, Riverside, CA

Carmen Rad
Founder and President
CR&A Custom, Inc.

At the age of 25, Carmen refused to allow her career to plateau as an assistant and used her background in fashion design and marketing to launch CR&A Custom. With just one employee (her Mom) and no outside funding or equity with which to secure a loan, she worked tirelessly out of her extra bedroom and began producing custom clothing, promotional items, and embroidery work. Soon after, she convinced her husband Masoud to be her partner when he realized she was actually making a profit. Together, they pivoted from an apparel promotional company to a large format printing company.

In an industry dominated by men, Carmen Rad has had the type of success that Latina women can emulate. CR&A Custom is among only a handful of large-format digital printing and outdoor advertising companies in America that is minority (Hispanic) and woman-owned. CR&A Custom operates out a 25,000 square foot facility in the heart of Downtown LA. and is full-service with the capability to design, manufacture, print, and install commercial signage and outdoor advertising formats, including billboards, building wraps, trade show exhib its, wall/window/floor graphics, point-of-purchase displays, vehicle wraps and fleet graphics, and more. Examples are the oversized banners at Staples Center and L.A. Live entertainment campus as well as work for major corporations in the United States, Puerto Rico, and Dubai.

Carmen has been recognized by a variety of organizations for her work and community involvement.

- 2023 NAWBO LA Hall of Fame
- 2018 Latina Empresaria Hall Of Fame - California Hispanic Chamber of Commerce
- 2016 Industry Service Award - The Printing Industries Association, Inc
- 2015 Women Business Firm Of The Year - National Association of Women Business Owners California
- 2014 Mujer del Ano by the Regional Hispanic Institute
- 2013 Innovater of the Year - Latino Business Chamber of Greater Los Angeles
- 2012 Supplier of the Year - USC
- 2010 La Opinion - Distinguished Women
- 2009 Member Of The Year - National Association of Women Business Owners California
- 2009 Latina Manufacturer of the Year - Latina Business Association
- 2009 Rising Star - National Association of Women Business Owners California
- 2009 Green Firm of the Year - SBA & City of Los Angeles MBOC
- 2008 Rising Star - National Association of Women Business Owners
- 2007 Minority Business Manufacturer Of The Year - U.S. Dept of Commerce MBDA
- 2007 Latina Owned Business Of The Year - California Hispanic Chambers Of Commerece

Carmen also served in 2014 and 2015 as the President for the National Association of Women Owned business Owners (NAWBO-LA).

Carmen attributes her success to her amazing CR&A Team and the amazing network of women she has met through her leadership at NAWBO-LA. Carmen also has another rising business venture called HashtagCutouts!

Alexandra Suh
Executive Director
Koreatown Immigrant Workers Alliance (KIWA)
Alexandra Suh is Executive Director of KIWA (Koreatown Immigrant Workers Alliance). She also serves on the Executive Board of the LA County Federation of Labor and on the Board of Directors of the National Immigration Law Center (NILC).

KIWA is a multiracial worker center in Los Angeles. Founded in 1992, KIWA's mission is to build the power of immigrant workers and residents, and to organize a progressive grassroots leadership to transform our workplaces and communities, in Los Angeles and beyond. Together with its partners, KIWA co-sponsored Prop. JJJ "Build Better LA," an LA City ballot initiative that requires developers seeking density entitlements to create affordable housing and good jobs: BBLA was overwhelmingly passed by voters in 2016. KIWA was on the Steering Committee of LA Raise the Wage, which created a pathway to a $15 minimum wage and established LA City's first Office of Wage Standards and LA County's Wage Enforcement Program. KIWA was also co-sponsor of ground-breaking California anti-wage theft legislation SB 588 (De León) "A Fair Day's Pay," and a leader in the statewide coalition that came together to pass it in 2015.

Alexandra joined KIWA's staff in 2009 and began as director in 2011. Her past experience includes community organizing and advocacy around women workers; peace and trade justice; and immigrant women facing homelessness, prostitution, mental illness, and substance abuse. Alexandra holds a Ph.D. from Columbia University and also took courses in Regenerative Studies at Cal Poly Pomona with the aim of integrating environmental solutions with social and economic justice work. She was formerly a professor at Scripps College, The Claremont Colleges. She and her partner live in Koreatown where they are raising two children.

Maria Turrubiartes is the Regional Director for the California Department of Rehabilitation (DOR) in Greater Los Angeles. DOR strives to equip every individual with a disability who enters the program with the tools to attain employment, achieve independence, and realize equality. For more than five decades, DOR services to Californians with disabilities have resulted in countless lives improved.

Maria has a Bachelor of Science in Rehabilitation Services and a Master of Science in Counseling with and emphasis on Rehabilitation Counseling and Education. Maria started with the DOR in 2012 and since then she has dedicated her time and efforts on removing barriers for individuals with disabilities to achieve competitive integrated employment in our society. Her tenacity and hard work have led to the successful development of transition age groups programs between State agencies like California Conservation Corp and other non-profit organizations. Most importantly, Maria has a genuine passion to better the lives of minorities, foster youth, unrepresented and under-represented groups including justice involve and adults with disabilities.

5.

DATE: April 26, 2024

TO: Workforce Development Board (WDB)

FROM:

SUBJECT: **Approval of Recommendations from the Economic and Workforce Development Department (EWDD) Regarding the Reallocation of Up to $250,000 of Program Year (PY) 2023-24 Los Angeles Reconnections Career Academy (LARCA) 2.0/Gang Injunction Curfew Settlement Funds between WorkSource Centers/ America's Job Centers of California**

REQUESTED ACTION:

BACKGROUND:

ADDITIONAL BACKGROUND:

ATTACHMENTS:

Description

- Item 5 - $250,000 LARCA 2.0 Reallocation

CITY OF LOS ANGELES

CALIFORNIA

CAROLYN M. HULL
GENERAL MANAGER

5

ECONOMIC AND WORKFORCE DEVELOPMENT DEPARTMENT

444 S. FLOWER STREET
LOS ANGELES, CA 90071

KAREN BASS
MAYOR

DATE : April 26, 2024

TO: Charles Woo, Chair
Workforce Development Board, Executive Committee

FROM: Carolyn M. Hull, General Manager
Economic and Workforce Development Department

SUBJECT: APPROVAL OF RECOMMENDATIONS FROM THE ECONOMIC AND WORKFORCE DEVELOPMENT DEPARTMENT (EWDD) REGARDING THE REALLOCATION OF UP TO $250,000 OF PROGRAM YEAR (PY) 2023-24 LOS ANGELES RECONNECTIONS CAREER ACADEMY (LARCA) 2.0/GANG INJUNCTION CURFEW SETTLEMENT FUNDS BETWEEN WORKSOURCE CENTERS/ AMERICA'S JOB CENTERS OF CALIFORNIA

WORKFORCE DEVELOPMENT BOARD REQUESTED ACTION

The General Manager of the Economic and Workforce Development Department (EWDD) respectfully requests that the Workforce Development Board (WDB):

1. APPROVE the Department's recommendation to reallocate $250,000 of LARCA 2.0 PY 23-24 funds between service providers as outlined in Table 1.
2. AUTHORIZE the General Manager of the EWDD, or designee, to amend agreements as outlined in Table 1.

BACKGROUND

The Los Angeles City (City) Council allocated a maximum of $30 million dollars in City General Purpose Funds over a four-year period for the Los Angeles Reconnections Career Academy (LARCA 2.0) Gang Injunction Curfew Settlement (Settlement) in "Rodriguez vs. City of Los Angeles". This class action Settlement represented 6,000 Angelenos impacted by the creation and enforcement of gang injunctions with unconstitutional provisions upheld by the court. As part of the settlement, the City agreed to payments not to exceed $7.5 million per year, for four years totaling no more than $30 million over the four-year period, 2017 to 2021, to assist plaintiffs in the class action lawsuit with LARCA 2.0 program resources such as educational/vocational training, paid work experience, work clothes, tools, transportation, license/certification support, and related resources.

This WIOA Title I financially assisted program or activity is an equal opportunity employer/program.
Auxiliary aids and services are available upon request to individuals with disabilities.

The Settlement was extended due to the COVID-19 pandemic. The City data shows that less than 25% of the 6,000 class members have been assisted and less than half of the $30 million settlement amount has been spent. On June 28, 2023, the City Council announced the one-year extension of the Settlement for Program Year 2023-2024, and a renewed push to identify and connect class members to services and benefits.

The LARCA 2.0 program incorporates best practice workforce development designs from the original LARCA model that targets high-need and transitional populations, providing education and career assessments, case management services, job readiness training, subsidized employment, financial literacy training and job placement services.

DISCUSSION

To maximize services to class members, EWDD is proposing to reallocate $250,000 of LARCA 2.0 PY 23-24 funds between service providers who have shown an increase in their enrollments. The recommendation will support the overall enrollment and the opportunity to serve an additional twenty (20) Settlement class members through the end of the Program Year. Table 1 reflects the proposed revisions to the respective LARCA 2.0 service provider contracts.

Table 1

No.	Service Provider	Current Funding	YTD Expenditures	Current Balance	New Allocation	New Total
1.	Housing Authority of the City of Los Angeles (HACLA)	$2,219,529	$1,624,652	$594,877	($250,000)	$1,969,529
2.	Goodwill Industries of Southern California (Pacoima/NELA)	$1,329,700	$1,264,754	$64,946	$250,000	$1,579,700

NEXT STEPS

Upon WDB approval, EWDD will execute contract amendments with contractors listed in Table 1.

CMH:GR:DB:JR:cg

6.

DATE: April 26, 2024

TO: Workforce Development Board (WDB)

FROM:

SUBJECT: **Approval of Recommendations from the Economic and Workforce Development Department (EWDD) to Reallocate Funds and Execute Contracts Related to the Los Angeles County Hire LA's Youth (HLAY) Program**

REQUESTED ACTION:

BACKGROUND:

ADDITIONAL BACKGROUND:

ATTACHMENTS:

Description

No Attachments Available

7.

DATE: April 26, 2024

TO: Workforce Development Board (WDB)

FROM:

SUBJECT: **Presentation by Dr. Kumo Inc., on the CalGrows Program, a state-funded program to raise awareness and to train California State caregivers and care coordinators to address the shortage of 3.2 million caregivers**

REQUESTED ACTION:

BACKGROUND:

ADDITIONAL BACKGROUND:

ATTACHMENTS:

Description

- Item 7 - LA_WDB-DrKumo-LA_PioneeringDigitalHealthInnovation-Final

LA Digitized: Pioneering Health Innovation

Workforce Development Board

Dr. Kelly Nguyen
LA Workforce Development Board Member

California Direct Care Workforce

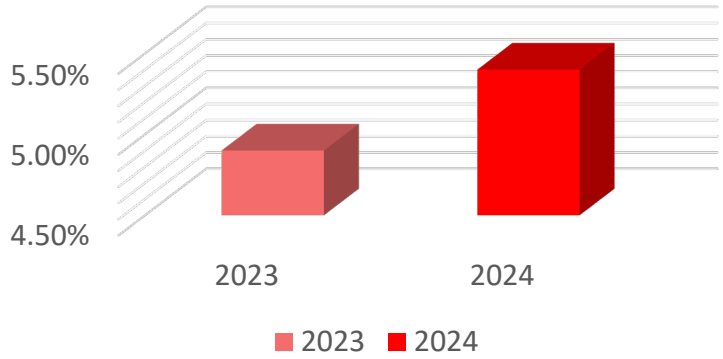
The Dual Challenges

California will face a labor shortage of its Direct Care Workers up to

3.2 Million

- Direct Care Worker retention is low.
- Training to help workers better serve clients and advance their skills is limited.
- Direct care workers earn less than half of California's median annual income.
- One in four falls below the federal poverty line.
- Low wages, stress, and an elevated risk of job-related injury reduce prospects for financial stability for caregivers.

LA County Unemployment Rate



- **Seasonally Adjusted Unemployment Rate:** Steady at 5.4% (Feb & Mar 2024), up from 4.9% last year
- **Civilian Employment:** Decreased by 1,000 to 4,728,000
- **Labor Force:** Reduced slightly to 4,996,000
- **Unadjusted Unemployment Rate:** 5.2%

(Employment Development Department of the State of California)

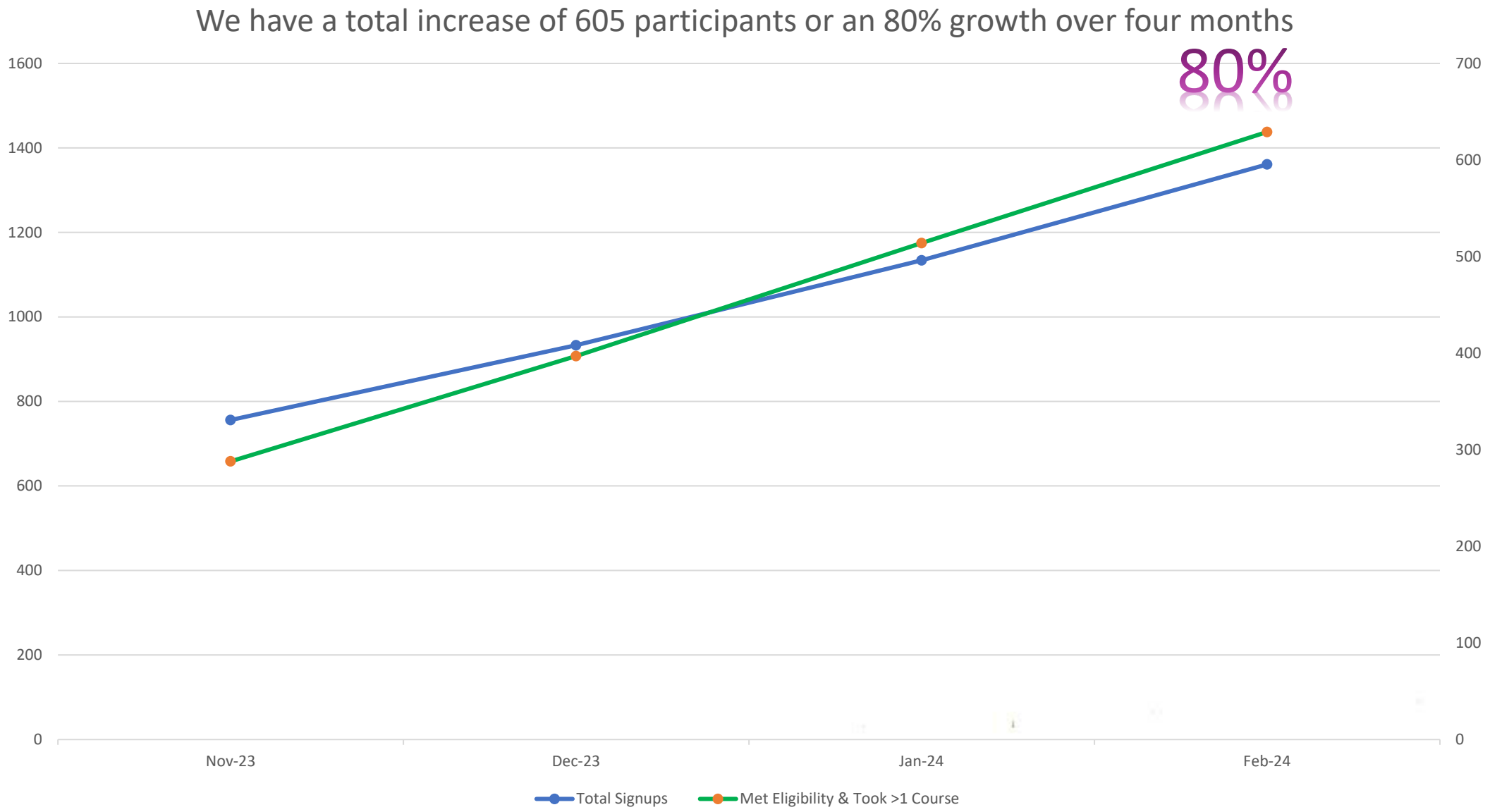
Success Story: CalGrows Grant Initiative

- About CalGrows initiative:
  - Designed to directly tackle the caregiver shortage in California.
- DrKumo Approach:
  - Digital Technology Integration enhance training and education for caregivers across the state.
- Completing Ahead of Schedule, Demonstrating Efficiency and Effectiveness
  - Digital platform facilitated a rapid deployment, faster rollout, and higher engagement rates among participants than traditional methods.
  - Most cost effective, satisfactory, and positive engagement thanks to digital technology delivery.
  - Scalability: proven model for expanding digital health technology training to other critical areas in need within Los Angeles.

DrKumo Academy Mid-term Results

October 2023 – February 2024(5 months)

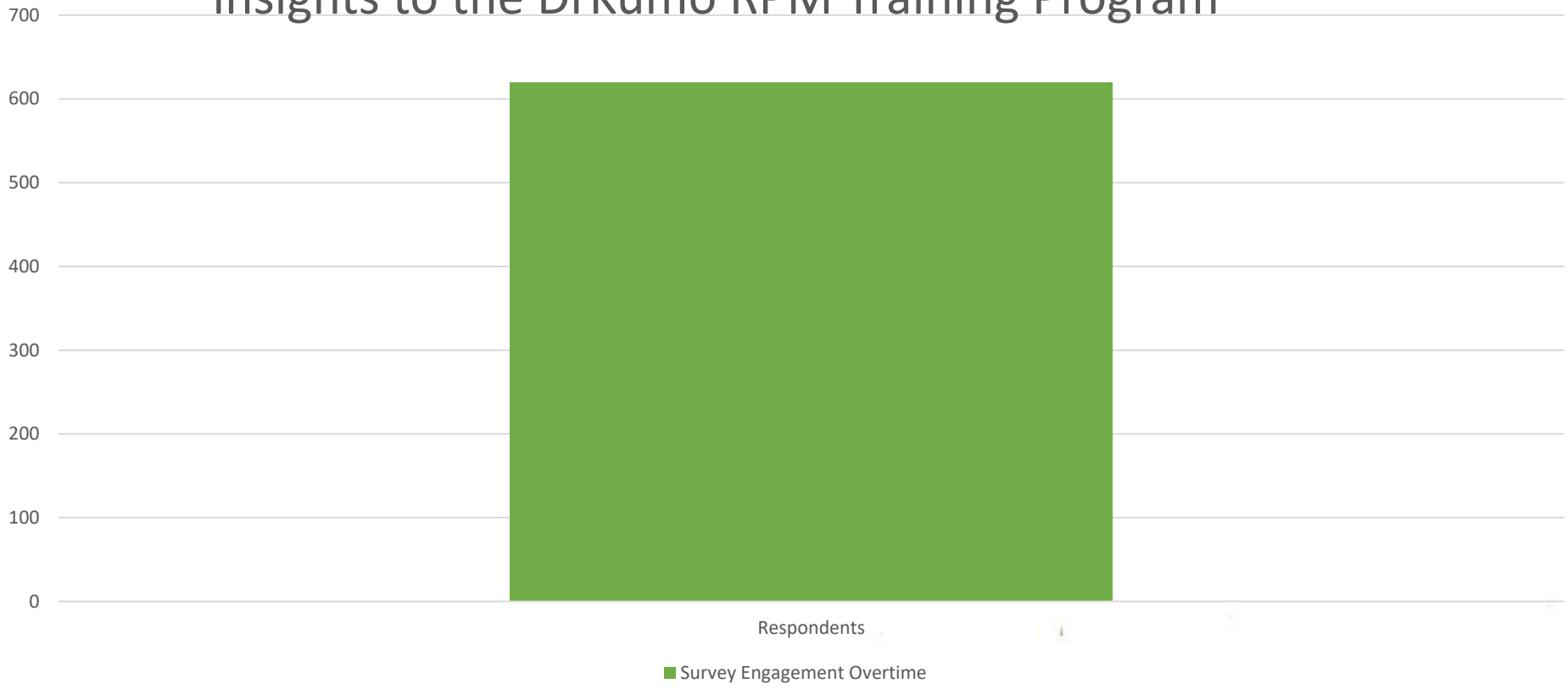
Total Sign Ups



What do Direct Care Workers say about the DrKumo Learn and Earn Program?

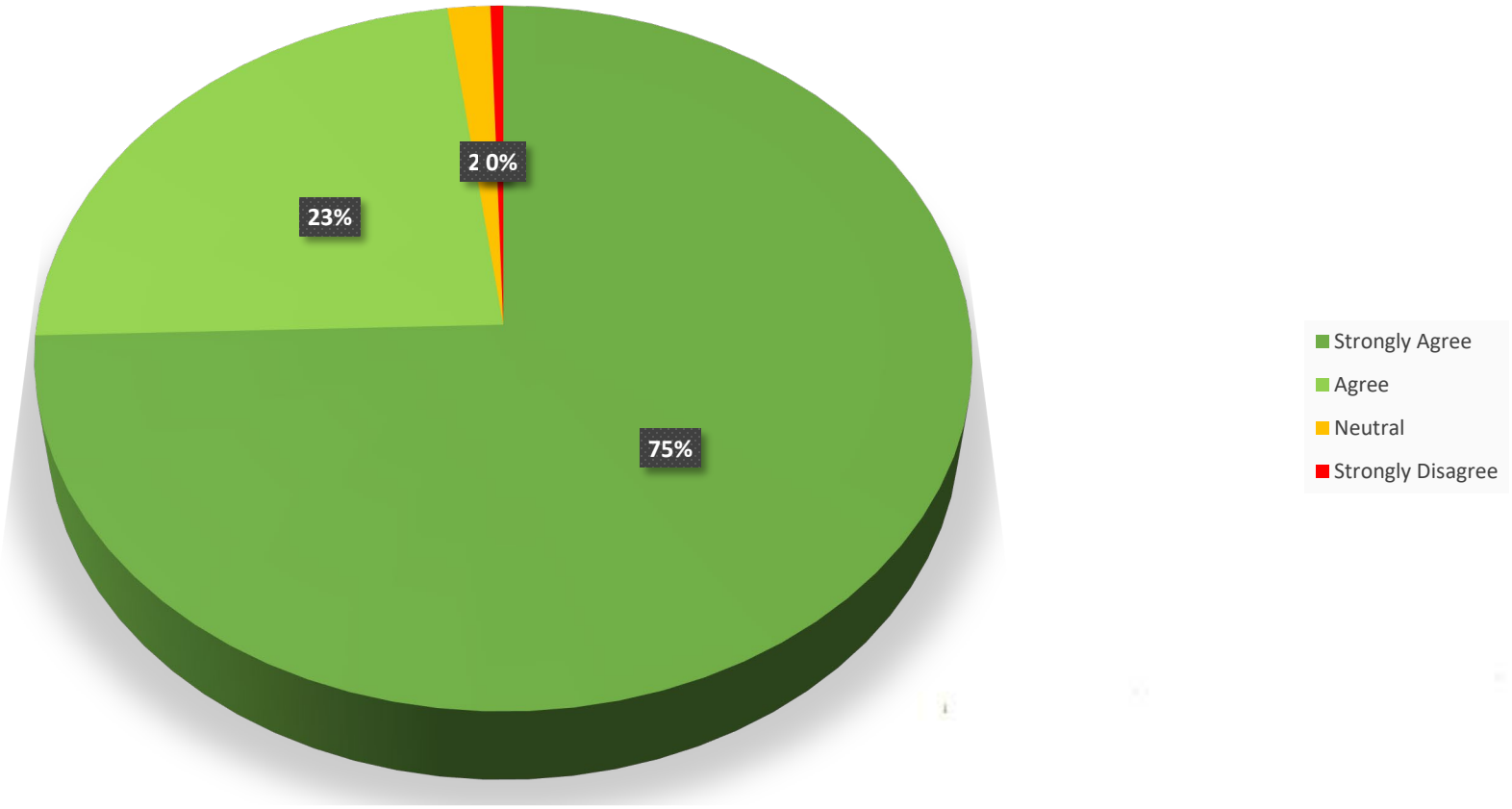
Learners who participated in our Survey

620 learners/participants have contributed their insights to the DrKumo RPM Training Program



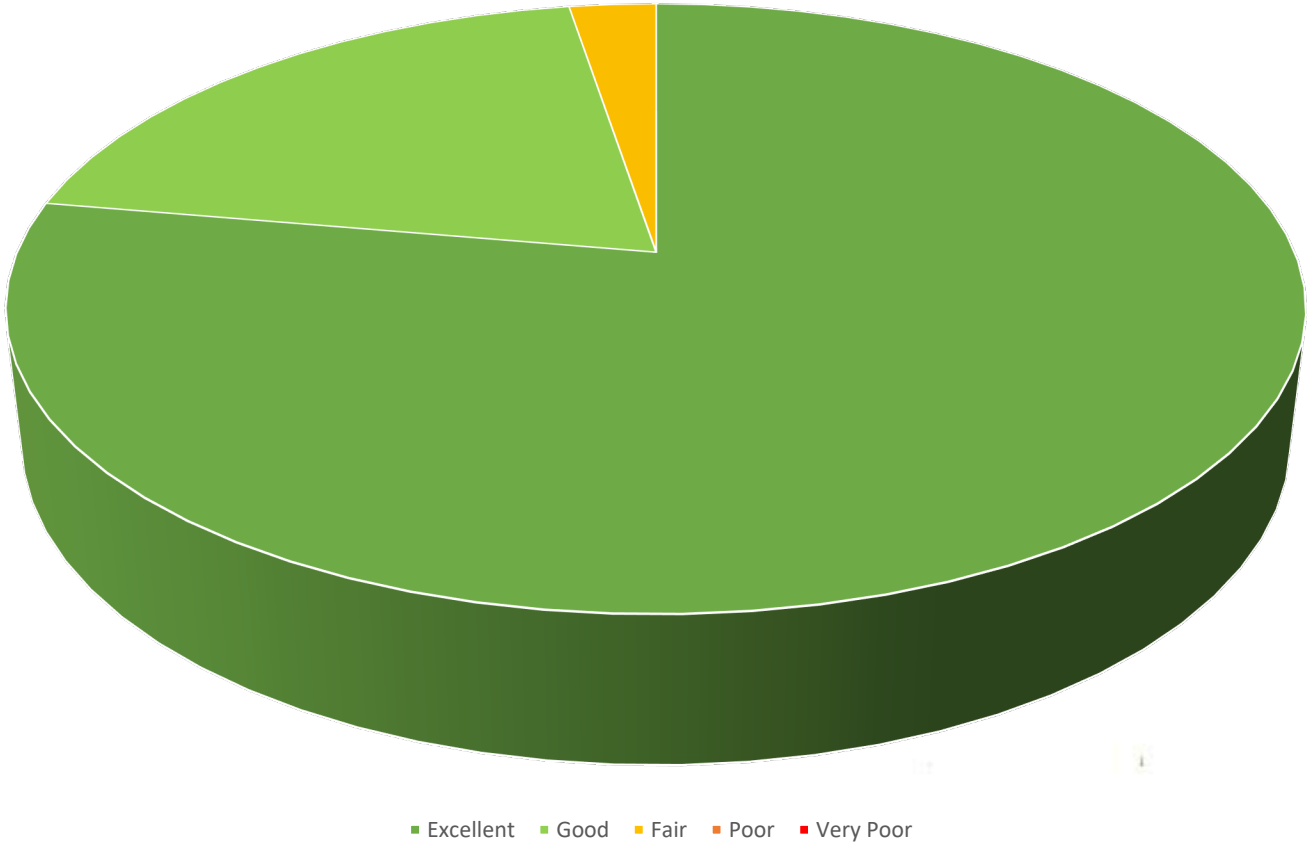
Learners applying their training to their work

98% (607 respondents) affirmed an improvement in their knowledge and skills



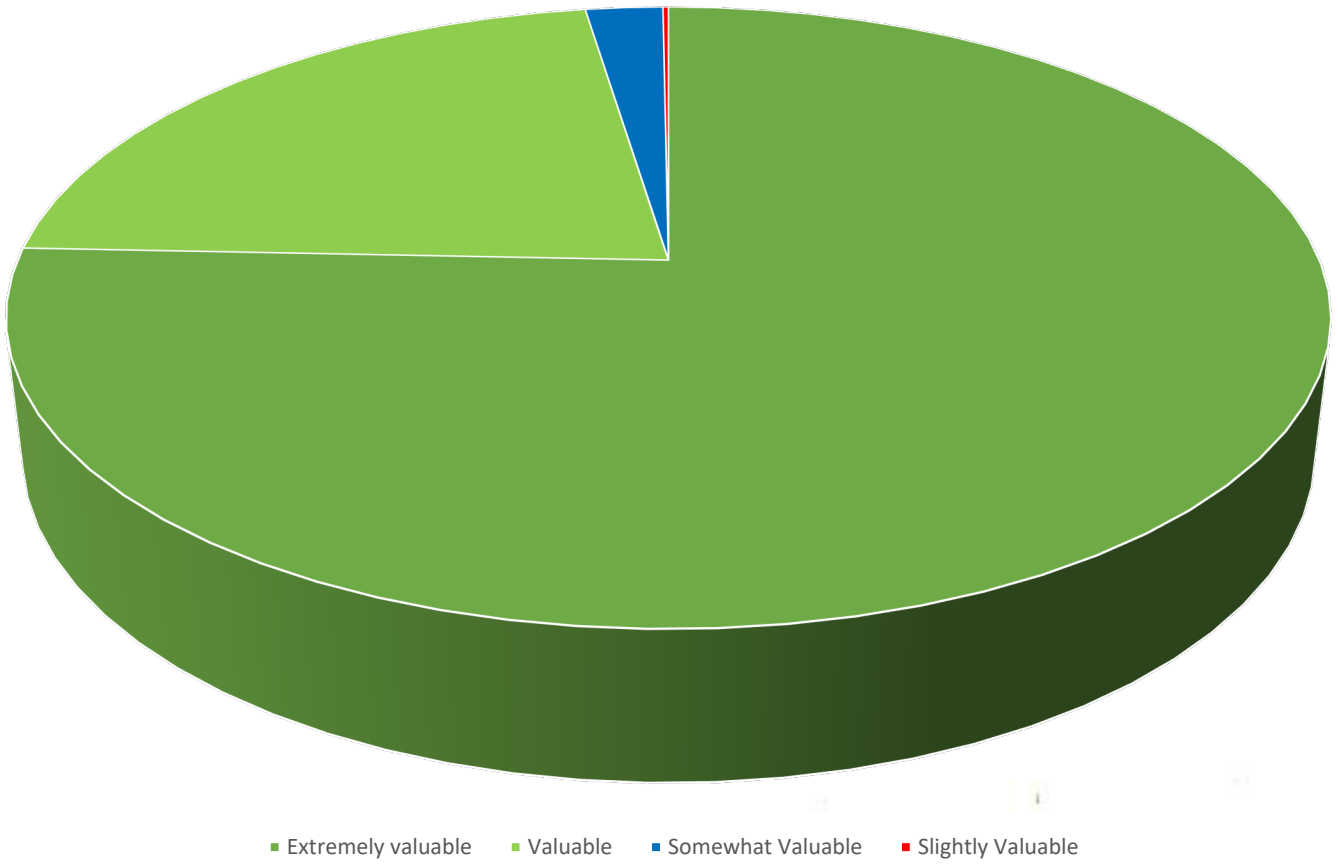
Learners say the quality of the courses as excellent

97% (604 Respondents) regard the overall quality of the course content as either **EXCELLENT** or **GOOD**



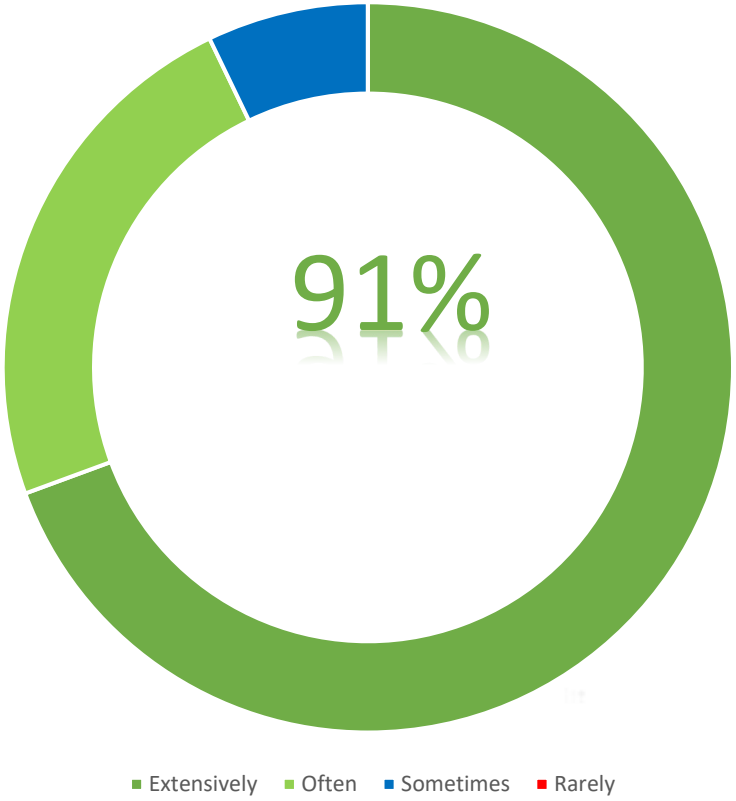
Learners say the courses are extremely valuable

97% (605 Respondents) of DrKumo RPM learners say the course topics as either **EXTREMELY VALUABLE** or **VALUABLE**



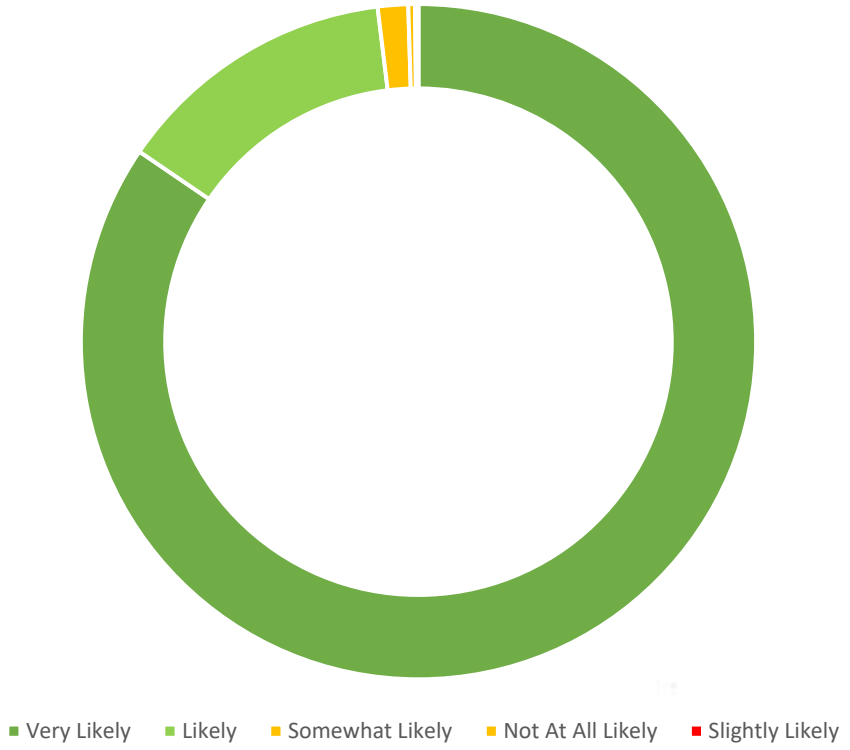
Learners applied what they learned in their work

91% (565 respondents) say they have **OFTEN or EXTENSIVELY APPLIED** the course learnings to their professional caregiving roles



Learners recommend DrKumo Academy Courses

98% (608 respondents) indicate that they are either **VERY LIKELY** or **LIKELY** to RECOMMEND DrKumo Academy Courses



LA Digitized: Pioneering Digital Health Workforce

Proposal: Los Angeles to Become the Lighthouse of Digital Health Technology

- Use digital technology for workforce development
- Initiative to digitize the Los Angeles workforce
  - Beginning with the healthcare sector, particularly focusing on caregivers. This initiative will harness the power of digital health technology to transform how we train, deploy, and support our city's caregivers.
  - Our goals are threefold: to substantially increase the number of certified caregivers in Los Angeles, reduce the rate of unemployment by equipping residents with future-proof skills, and ultimately enhance the overall quality of healthcare services throughout our city.
- Strategy for training and upskilling potential caregivers in Digital Health Technology.
  - Comprehensive digital training programs.
  - Highly scalable, most cost effective, positive engagement.
- This Approach Will Not Only Solve the Caregiver Shortage but Also Reduce Unemployment by Creating High-Value Jobs

Vision for Los Angeles as a Pioneer City

- Los Angeles to become the Lighthouse of Digital Health Technology
- Ripple effects on healthcare, economy, and social well-being
  - Enhanced Healthcare Delivery
  - Economic Growth and Job Creation
  - Educational Opportunities
  - Social Cohesion and Equity
  - Environmental Impact
  - Cultural Shift in Healthcare
- Los Angeles' Leadership in Innovation and Technology
  - Potential for Healthcare Innovation
  - Strategic advantages
  - Community and industry Collaboration

Call to Action

- Envision the Impact of This Proposal
- Adopt and Implement the Digital Workforce Development Plan
- Join in Leading This Transformative Initiative

Thank you!

Kelly Nguyen
Co-founder & CEO
DrKumo Inc.

8.

DATE: April 26, 2024

TO: Workforce Development Board (WDB)

FROM:

SUBJECT: **Presentation by the Economic and Workforce Development Department (EWDD) and Public Hearing to Solicit Input on the Draft Year 25/Program Year (PY) 2024-25 (July 1, 2024 – June 30, 2025) Workforce Development Annual Plan**

REQUESTED ACTION:

BACKGROUND:

ADDITIONAL BACKGROUND:

ATTACHMENTS:

Description

- Item 8 - EWDD Year 2024-25 Annual Plan Presentation

Year 25 Workforce Development Annual Plan: FY 2024-2025

City of Los Angeles Workforce Development Board

Presented by the Economic and Workforce Development Department

WD Board Executive Committee
April 26, 2024

Agenda

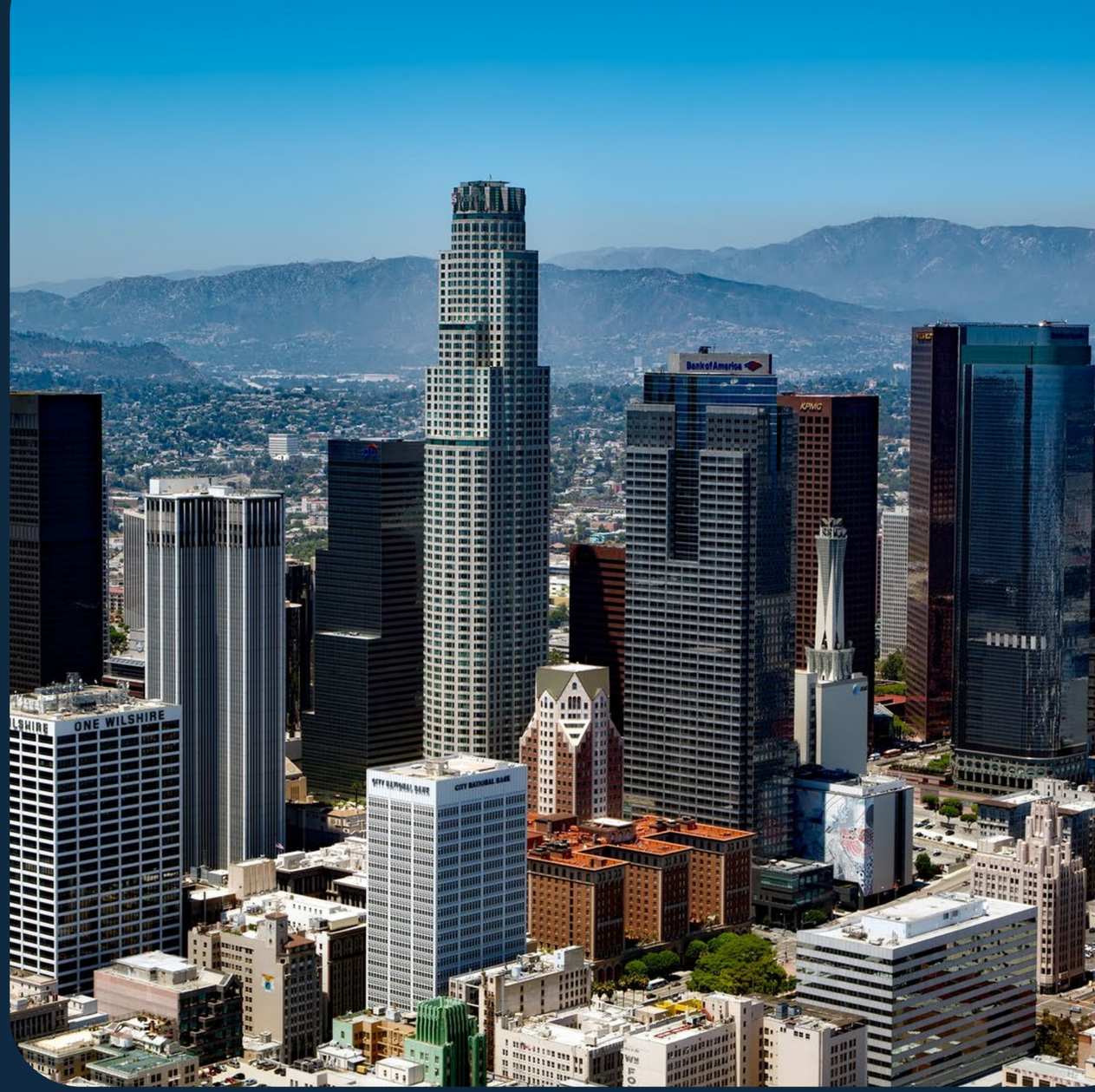
Topics Covered

1. Background
2. Strategic Initiatives
3. Strategic Planning Overview
4. Funding for PY24-25 + Highlights
5. Annual Plan Timeline
6. Q&As

Background

Purpose of the Annual Plan

"The Los Angeles Workforce Development System is an innovative, diverse, and equitable workforce development and training system that offers economic security and produces and places skilled workers into high-quality jobs in the Los Angeles region."



Purpose and Highlights

Priorities

- Strategies
- Policies
- Budget, and
- Timeline

Equity

- Equity -focused strategic initiatives

Good Jobs

- Create and expand living wage jobs
- Remove barriers to employment

Year 25 Annual Plan Strategic Initiatives

Strategic Initiatives

1. Support Regional Efforts to Reduce Homelessness by Providing Pathways to Sustainable Employment, Training and Education, and Connecting Participants to Supportive Services
2. Increase Education and/or Employment Outcomes for Disconnected Youth
3. Increase Employment Opportunities for All Angelenos Through Partnerships with Major Economic Drivers in the Region
4. Facilitate Increased and Equitable Access to Jobs That Provide High Wages/Salaries and Opportunities for Career Advancement/Upward Mobility Through Job Placement Strategies That Focus on High-Growth Sectors
5. Increase Gender Equity by Ensuring That Women Are Trained for Positions at All Levels Within Organizations in High-Growth Sectors at Equal Pay Rates as Those Positions Occupied by Men
6. Increase Accessibility to Sustainable Employment Opportunities for High-Barrier Populations Through Targeted Workforce Development Strategies
7. Increase Employment Outcomes for the Reentry Population to Allow for a Smoother Transition Into Society
8. Increase Employment Opportunities for Older Adults - 55 years and Older - by Creating Systems that Promote Training and Employment.

Strategic Planning Overview

Rethinking the City's Workforce Development System

EWDD Strategic Planning Processes and Timeline

Year 2024-25 Annual Plan

5-Year WD Strategic Plan
September 2023- June 2024

AJCC/WorkSource System Procurement Phase I RFQ
December 2023- June 2024

Older Worker Strategy
August 2023- July 2024

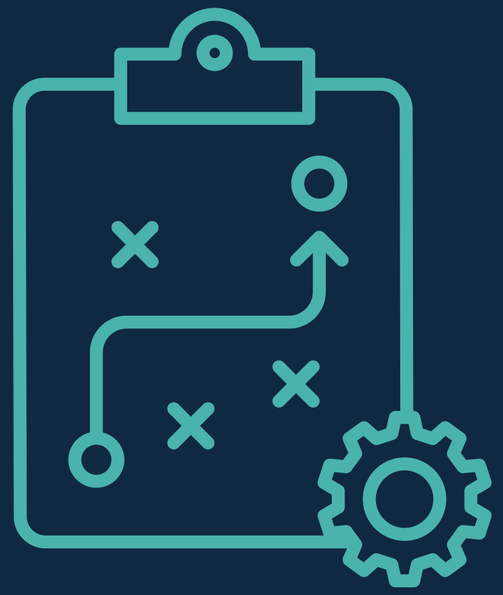
AJCC/ WorkSource System Redesign Evaluation
August 2023- June 2024

Infrastructure Strategic Plan
October 2023- Dec 2024

LA P3 Youth Strategic Plan
July 2023-December 2023

New for PY2024-25

- Invoice Automation Platform - Launchpad GMS
- Crossroads/Policy Conferences and Forums
- Inside Safe Job Connector expansion
- LA Workforce Infrastructure Network (LAWIN)
- Older Worker Strategy - Implementation
- Program Monitoring Consultant
- Sector Intermediaries
- High Roads Training Partnership expansion



Funding for PY2024-25

Revenue and Projected Carry -Over

Table 1: Year 25 Annual Plan Revenues

Year 25 ANNUAL PLAN REVENUES	New Allocation	Carryover Prior Years	Total Allocation
Adult	$16,279,373	$2,000,000	$18,279,373
Dislocated Worker	$10,119,363	$1,750,000	$11,869,363
Youth	$16,337,648	$1,500,000	$17,837,648
Rapid Response	$875,467	0	$875,467
SUBTOTAL - WIOA	$43,611,851	$5,250,000	$48,861,851
WIOA Discretionary	$1,000,000	$581,000	$1,581,000
CDBG COVID	0	$50,000	$50,000
California For All	$20,891,978	$591,701	$21,483,679
LA City Programs	$12,979,372	$4,121,789	$17,101,161
LA County Programs	$14,397,700	$432,295	$14,829,995
Other Grant Funds	$210,000	$355,400	$565,400
Anticipated Revenues	$7,000,000	0	$7,000,000
GRAND TOTAL	$100,090,901	$11,382,185	$111,473,086

Table 2: Year 25 WIOA Formula Funding

Program	PY 2023-24 WIOA Funds	PY 2024-25 WIOA Funds *	Increase (Decrease)
Adult	$16,279,373	$16,279,373	0
Dislocated Worker	$10,119,363	$10,119,363	0
Youth	$16,337,648	$16,337,648	0
Rapid Response	$875,467	$875,467	0
Carryover	$8,100,000	$5,250,000	($2,850,000)
TOTAL	$51,711,851	$48,861,851	$26,914

*PY 2024-25 Rapid Response funds are pending announcement by the CA EDD.

Table 3: Proposed WIOA Funding Distribution

Activity	Amount	Percentage
EWDD Oversight	$9,079,681	18%
EWDD Direct Services	$1,362,531	3%
Other City Departments	$375,764	1%
Workforce Development Board	$2,137,774	4%
WorkSource Centers	$16,000,000	33%
YouthSource Centers	$10,250,000	21%
Other Service Providers	$1,900,239	4%
*Supporting Program Activities	$7,755,862	16%
TOTAL	$48,861,851	100%

Table 4: Year 25 Funding Highlights

Funding	Strategy	Outcome	Strategic Goal(s)
$16,000,000	14 WorkSource Centers to provide employment training and placement services to high-barrier adults and dislocated workers and employers.	TBD	Strengthen connections with major economic drivers in the region. Target vulnerable populations with a geographic focus.
$10,250,00	Fund 14 YouthSource Centers	TBD	Focus on disconnected youth.
$33,683,687	Year-Round Youth Employment Program	TBD	Focus on disconnected youth.
$6,000,000	LA:RISE	TBD	Address homelessness with more employment opportunities.
$693,200	LA County - INVEST	TBD	Focus on the reentry population.
$400,000	Rapid Response/ Layoff Aversion	TBD	Strengthen connections with major economic drivers in the region
$1,000,000	WDB Innovation Fund	TBD	TBD
$1,250,000	High Road Training Partnerships	TBD	Strengthen connections with major economic drivers in the region
$250,000	LA Workforce Infrastructure Network (LAWIN)	TBD	Strengthen connections with major economic drivers in the region
$500,000	Sector Intermediaries	TBD	Strengthen connections with major economic drivers in the region
$200,000	InsideSafe Job Connectors Program	TBD	Address homelessness with more employment opportunities.
$300,000	Older Worker Strategy Implementation	TBD	Focus on older workers 55+

Annual Plan Timeline

Public Comment Schedule

The draft Annual Plan can be found at the WDB's website at www.wiblacity.org/ or EWDD's website at: ewdd.lacity.gov/index.php/annualplan25

Comments may be submitted by email to: EWDD.Planning@lacity.org by 5:00pm (PT) on Sunday, May 12, 2024.

PY 24-25 ANNUAL PLAN TIMELINE		
	Task	Deadline
Public Comment:		
	30-Day Public Comment Period (posted)	04/12/24
Public Meetings:		
	TTT Presentation	4/16/24
	WD Board Youth Council	4/25/24
	WD Board Presentation	4/26/24
	Community Forums (Virtual)	5/1/24
	Public Comment Period Closes	05/12/24
Approvals:		
	WD Board Approval	May TBD
	Council Committees Approval	June TBD
	City Council and Mayor Approval	June TBD

Thank you!

Q&As?

For more info, visit:
ewdd.lacity.gov/index.php/annualplan25