



KAREN BASS  
MAYOR

April 11, 2025

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

Re: Workforce Development Board (WDB) Appointments and Reappointments

Honorable Members:

Subject to your confirmation, I hereby transmit the following appointments and reappointments to the Workforce Development Board outlined in the chart below. Resumes for everyone are attached.

I certify that in my opinion, the appointees and reappointees below are especially qualified by reason of training and experience for the work which shall devolve upon them, and that I make the appointments and reappointments solely in the interest of the City.

Sincerely,

A handwritten signature in black ink that reads 'Karen Bass'. The signature is written in a cursive, flowing style.

KAREN BASS  
Mayor

KB:lap

Attachments

<b>Name</b>	<b>Membership Category</b>	<b>Term End</b>	<b>Status</b>
Gin, Garrett	Business	6/30/2027	Reappointment
Hoffman Vanyek, Nancy	Business	6/30/2027	Reappointment
Hollingsworth, Teraylan (Terri)	Business	6/30/2027	Reappointment
Mercurius, LaShondra	Business	6/30/2027	Reappointment
O'Neill, Casey	Business	6/30/2027	Reappointment
Loza, Armando	Business	6/30/2027	Appointment
Louchheim, Mark	Business	6/30/2027	Appointment
Cuevas, Jesse	Economic & Community Development	6/30/2027	Reappointment
Pimentel, Gabriel	Economic & Community Development	6/30/2027	Reappointment
Turrubiarres, Maria	Economic & Community Development	6/30/2027	Reappointment
Rascon, Sergio	Labor	6/30/2027	Reappointment
Reyes, Victor	Labor	6/30/2027	Appointment
Arias, Max	Labor	06/30	Appointment

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Hollingsworth, Teraylan (Terri)

Mercurius, LaShondra

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Cuevas, Jesse

Pimentel, Gabriel

Turrubiartes, Maria

Rascon, Sergio

Reyes, Victor

Arias, Max

## *Garrett Gin*

### **PROFESSIONAL PROFILE**

**Marketing Communications professional with over 20 years of industry experience in marketing, government affairs, public relations, media relations, and program management – with a special emphasis on financial services and urban/emerging markets.**

- Excellent track record of outstanding performance, promotions and ability to manage assignments and project deadlines in the areas of marketing communications, public relations, and corporate affairs.
- Leading a team of professionals that execute Bank of America's branding, communications, employee engagement, and business integration efforts in Greater Los Angeles, one of the bank's largest and most significant markets.
- Part of the leadership team that designed and implemented Merrill Lynch's marketing communications and community development programs targeting diverse markets in California
- Extensive experience in media relations, public speaking, and sales/marketing presentations
- Demonstrated success in working with business organizations, community advocates, regulators, elected officials, and policy makers

**Bank of America**

**Los Angeles, CA**

**2008 – Present**

#### ***Senior Vice President, Local Market Executive – Chief Administrative Office***

*Responsible for the development and execution of Bank of America's local market strategy for Greater Los Angeles, including corporate social responsibility, local branding and marketing, and integration of the bank's divisions and executive leadership.*

- Partner with Bank of America's Market President to manage one of Bank of America's major markets, with 6,000 employees and five key geographic regions.
- Oversee a team of professionals that execute local marketing and corporate affairs strategies that help drive brand visibility, employee engagement, and revenue growth in Greater Los Angeles
- Manage community engagement, local philanthropy (over \$10 million per year) and key sponsorships, including the Los Angeles Dodgers, University of Southern California, and the Getty Museum.
- Serve as a key market spokesperson with local influencers, elected officials, media, and non-profit organizations.

**Merrill Lynch & Co.**

**Newport Beach, CA**

**1996-2008**

#### ***Director, Community Development***

*Responsible for the oversight of Merrill Lynch's community development programs in California – particularly the California Partnership for Economic Achievement, a program designed to create economic opportunities in the state's Asian Pacific, Latino, and African American communities. Accomplishments and responsibilities include:*

- Responsible for the design and negotiation of the three phases of the California Partnership program; Responsible for implementation of Partnership's small businesses, homeownership, education, and diversity initiatives – totaling \$830 million in investments and commitments since 1996
- Responsible for local, community, government affairs, and media issues related to the ethnic communities in California
- Managed the activities of Merrill Lynch's California Community Development Group and ethnic marketing/public relations consultants

**IW Group**

**Los Angeles, CA**

**1992-1996**

#### ***Vice President***

*Served as Account Manager responsible for ethnic public affairs and public relations programs on behalf of clients in the private, public, and non-profit sectors*

- Primary client contact and supervisor for numerous client relationships, including: AT&T, Anheuser-Busch, Merrill Lynch, Northwest Airlines, and the California Department of Consumer Affairs.
- Expertise included media relations, direct marketing, international public relations, and crisis management.
- Part of management team responsible for client acquisition and retention

### **EDUCATION**

**University of California, Berkeley**

**Berkeley, CA**

**1982-1986**

Bachelor of Arts  
Political Science

**Garrett Gin – Professional Profile (continued)**

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**PROFESSIONAL AFFILIATIONS**

Central City Association of Los Angeles, Executive Council/Board of Directors

City of Los Angeles Workforce Development Board, Executive Committee

Los Angeles Business Council, Board of Directors

Los Angeles Family Housing, Board of Directors

National Asian Chamber of Commerce and Entrepreneurship, Founding Board Member

Advancing Justice Southern California – Executive Advisory Council

# NANCY HOFFMAN VANYEK, ACE

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## P R E S I D E N T / C E O

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.

## D E M O N S T R A T E D A C H I E V E M E N T S

- ✓ 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.

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## S A R E A S O F E X P E R T I S E

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

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## E X E C U T I V E E X P E R I E N C E

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

**1987–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, 38<sup>th</sup> 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**

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

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

### **CERTIFICATIONS**

City of Los Angeles Workforce Development Board (7/1/2018 - Current)

Orange County Development Board (12/31/19 - 12/31/2023)

### **HONORS**

Success in Business Award, Rising Star, San Fernando Valley Chamber of Commerce,  
2024

### **PROFESSIONAL EXPERIENCE**

#### **HOSPITAL ASSOCIATION OF SOUTHERN CALIFORNIA - LOS ANGELES, CALIFORNIA Vice President of Association and Human Resource Services and Education 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.

**Compensation Manager (1994 - 1996)**

Manage all aspects of the association's compensation survey program. Work with consultants to ensure all data collection instruments and final reports are produced in a timely and accurate manner. Communicate with human resources executives to determine needs of compensation surveys and modify/revise as necessary. Consult with human resources executives on interpreting and applying survey data to their organization. Assume the Director of Human Resources role in his absence.

**TRANSAMERICA FINANCE GROUP, LOS ANGELES, CALIFORNIA**

**Compensation Analyst (1992 – 1994)**

Evaluate exempt and non-exempt positions. Review and approve employee salary transactions. Consult with line managers regarding compensation needs. Conduct and participated in salary surveys. Perform special compensation studies and analysis. Assist in the design of incentive plans.

**SECURITY PACIFIC CORPORATION, LOS ANGELES, CALIFORNIA**

**Professional Recruiter (1991 - 1992)**

Source, screen, interview, evaluate and refer candidates to line managers. Conduct new hire orientation. Consult with managers to determine hiring needs.

**Compensation Professional (Various Roles) (1985 – 1991)**

Evaluate exempt and non-exempt positions. Conduct/participate in salary surveys. Recommend changes to salary administration guidelines. Conduct salary administration training to line managers/supervisors. Supervise the activities requiring the Executive Human Resources Committee review and approval. Assist in coordination of payroll conversions for out-of-state locations and provide training to line managers on new procedures. Conduct internal and external equity studies. Conduct research and provide administrative support to Compensation Consultants. Participate and/or led special projects as part of developmental training. Participate in task force addressing internal personnel administrative procedures. Provide administrative support, maintain filing system and distribute mail. Respond to routine requests from managers. Provide user training on internal human resources information system.

AFFILIATIONS

Society for Human Resources Management (SHRM), American Society for Healthcare Human Resources Management (ASHHRA),



## LaShondra Mercurius

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### Education/Executive Boards

California State University, Fullerton, CA

**Bachelor of Science: Concentration in Finance, Accounting, Human Resource Management**

Mayor of Los Angeles Workforce Development Board - 2018 to Present

**Executive Board Member; Chair of Business and Marketing Committee Co-Chair of WDB Redesign Committee**

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### Work Experience

JLM Strategic Talent Partners Long Beach, CA **2011 to Present**

**Co-Founder and President**

Provide strategic leadership and direction for JLM and project client departments which include; company and project administration, human resources management, accounting and finance, document control, project and program management, business development, contracts negotiations and administration, project controls, payroll management, and document control management.

#### Program Management

- Developed, managed, and implemented Cultural Competence and Inclusion and Diversity Programs for multi-billion dollar infrastructure projects in Los Angeles city and county.
- Conducted community outreach, and established partnerships with community organizations and workforce centers to provide training, resources, and living wage jobs to community members.
- Designed, implemented, and managed the Workforce Development Program Management for LACMTA East San Fernando Transit Corridor project.
- Designed, developed, implemented, and managed the first ever Cultural Competency Program on LACMTA East San Fernando Transit Corridor project.
- Established key performance indicators (KPIs) and metrics to evaluate project performance, track progress, and drive continuous improvement efforts.
- Represent the company in negotiations, contract discussions, and business development activities to secure new projects and expand market presence.
- Provided strategic leadership and direction for the division's program management and contracts administration functions.
- Oversee the management of multiple programs and projects concurrently, ensuring adherence to scope, schedule, and budget constraints.

- Conduct regular reviews and assessments of program performance, analyzing key metrics and indicators to identify areas for improvement and implement corrective actions.

#### Human Resources Management & Administration Management

- Developed and implemented human resource policies, procedures, and initiatives to direct organizational objectives and compliance with employment laws and regulations.
- Oversaw talent acquisition and recruitment efforts, ensuring the attraction, selection, and retention of top talent to meet business needs.
- Directed office management activities, including facilities management, procurement, and vendor relations, to support day-to-day operations.
- Led the development and execution of business continuity and disaster recovery plans to mitigate operational risks and ensure business resilience.
- Managed administrative staff, providing leadership, guidance, and professional development opportunities to maximize team performance and morale.
- Served as a key liaison with internal and external stakeholders, representing the company in negotiations, meetings, and industry forums.
- Represented the firm in HR-related matters, including negotiations with labor and regulatory compliance.
- Consulted and Implemented HR and Administrative process for client projects (from initial setup to project end).

#### Document Control

- Recruited, hired, and directed project and document control teams for client projects, collaborated with internal stakeholders, such as project managers, engineers, and legal teams, to facilitate document workflows, approvals, and revisions, directed the day-to-day activities of document and project control staff.
- Implemented quality control measures to verify the completeness, accuracy, and integrity of documents, adhering to regulatory requirements and industry standards.
- Managed document storage, retrieval, and archiving processes, utilizing electronic document management systems (EDMS) and physical filing systems as required.

#### Contract Management

- Managed contract negotiations, including the preparation, review, and approval of contract documents, amendments, and modifications.
- Ensured compliance with contractual obligations, regulatory requirements, and company policies and procedures throughout the contract lifecycle.
- Conducted regular reviews and assessments of program performance, analyzing key metrics and indicators to identify areas for improvement and implement corrective actions.
- Implemented project management methodologies and tools to monitor progress, identify risks, and develop mitigation strategies to ensure successful project delivery.

#### Career Excellence Academy **2014 - Present**

##### **Co-Founder and COO**

- Designed, implemented and oversaw professional development training seminars designed to address our clients' and industry needs for identifying and retaining quality workforce in the construction, infrastructure, and transportation industry.
- Designed, and implemented the first ever "Careers by Design LA" Program in partnership with the Los Angeles Mayor's office and Los Angeles Trade Tech College to provide exposure to career pathways and living-wage jobs in the ACE arena for individuals in underserved communities.

### Recruitment & Staff Augmentation

Robert Half International, Finance and Accounting **2003 to 2008**

Roth Staffing Companies **2008 to 2011**

#### **Division Director**

- Develop and implement an effective marketing strategy to increase client relationships and produce revenue.
- 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.
- Recruit, interview and identify contract and contract to hire opportunities.
- Recruit, hire, and terminate for internal and consulting staff.
- Implemented project management methodologies and tools to monitor progress, identify risks, and develop mitigation strategies to ensure successful project delivery.
- Negotiate rates and fees with clients, as well as, conduct negotiations training seminars for new and tenured staffing managers.

Capital Group and American Funds Companies **2000 to 2003**

#### **Corporate Accountant**

- Managed all aspects of corporate accounting functions, including financial reporting, general ledger maintenance, and budgeting, in alignment with relevant industry codes.
- Prepared and analyzed monthly financial statements, including income statements, balance sheets, and cash flow statements, to provide accurate and timely financial information to management.
- Conducted variance analysis and identified key drivers of financial performance, providing insights and recommendations to improve profitability and operational efficiency.
- Assisted in the development and monitoring of annual budgets, forecasts, and financial plans, collaborating with department heads to ensure alignment with strategic objectives.
- Maintained the general ledger system, including journal entries, account reconciliations, and closing processes, to ensure the accuracy and integrity of financial data.
- Coordinated and supported internal and external audits, including the preparation of audit schedules, responses to auditor inquiries, and resolution of audit findings.
- Managed fixed asset accounting, including capitalization, depreciation, and disposal processes, ensuring compliance with accounting standards and regulatory requirements.
- Evaluated and implemented accounting policies, procedures, and controls to enhance internal controls and mitigate financial risks.
- Stayed updated on changes in accounting regulations, standards, and best practices, ensuring compliance and advising management on potential impacts to the organization.



# CASEY O'NEILL

## Summary

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Solutions-based and impassioned thinker with the goal to make every project, event, team, and outcome reach its highest possible potential and value using various perspectives and metrics of success. Encouraging unity through diversity of ages, races, backgrounds, educational attainment levels, industries, sub-sectors, and verticals to support the health and growth of the life sciences industry in the Greater LA region.

## Experience

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Biocom California | Los Angeles, CA  
**Policy & Workforce Development Manager**  
*1/2024 – Present*

Business Federation of Los Angeles (BizFed)  
**Executive Committee |**  
**Life Sciences & Health Care | Co-Chair**  
*1/2024 - Present*

Biocom California | Los Angeles, CA  
**Program Manager**  
*1/2022 – 1/2024*

LA Workforce Development Board  
**Biocom California | Member of Board**  
*2020 - Present*

Biocom California | Los Angeles, CA  
**Program Associate**  
*10/2017 – 1/2023*

- Speak to local elected officials and staffers to present economic impact data, and talent development efforts; testifying in support of industry at LA City Hall and Pasadena City Hall; providing insights to Economic Development and City Planning Departments
- Act as a Co-Chair and support planning for BizFed's Life Science & Health Care Committee bringing pressing legislation to forefront of conversations; while also serving on their Executive Committee, Advocacy Committee, and AI Committee.
- Spreading awareness of student opportunities to local educators in the K-12 and higher education spaces; working in coalitions to encourage the exposure of the Biomanufacturing Technician Certification (BioTC).
- Solicit feedback and suggestions from industry CEOs, incubator site heads, workforce boards, academic institution leadership, industry consultants, and stakeholders.
- Plan and run BiocomCA's Greater LA Startup Resources Committee for local industry entrepreneurs, while supporting the planning and logistics of the Medical Device & Diagnostics Committee and Greater LA Policy Committee.
- Actively engaging with industry executives in-order to curate the highest value events and content with the intent to facilitate professional development and thought leadership.
- Consistently remind internal teams to be cognizant of diversity in event speakers and venue locations, Fellowship Program participants, committee co-chairs with the aim to build equity and unity within Biocom California and the industry at large.
- Serve on LA Workforce Development Board providing insight into latest life science industry reports, trends, opportunities, and challenges.
- Speak policy makers and their staff to present economic impact data, and talent development efforts.
- Act as the liaison for Biocom Institute efforts in the LA region; sit on the South Bay Workforce Investment Board's "Bio-Flex" Committee named City of STEM Ambassador; sit on LA Area Chamber's Health Care Committee; collaborate with LAEDC on bioscience efforts.

- Plan and execute all logistics of in-person and virtual events; scout venues, plan catering, set up and take down day-of, post-mortem takeaways and reports.
- Run all Los Angeles branch operations including office management, emergency preparedness, morale events, closing and reopening procedures due to COVID-19.

Stratis Risk Solutions | Encino, CA

**Office Manager**

06/2017 - 10/2017

- Complete and send contracts regarding agent lines of authority for insurance, intermediary contracts and third party foreign state agent contracts for state compliance.
- Record and manage office inventory; point of contact for vendors, building maintenance, insurance carriers, website developer and off-site tech-support.
- Manage all social media and marketing efforts, update company website, create and send monthly newsletter campaigns.
- Create content for all promotional presentations; edit, format and bind capabilities decks.
- Book travel for executive sales and renewal meetings, create detailed itineraries and schedule calendar reminders.

Zoic Studios, E.A | Culver City, CA

**Office Manager**

10/2014 - 06/2017

- Fielded incoming calls for the three companies existing within Zoic: Zoic Studios, Hyphen, and Zoic Labs.
- Coordinated domestic and international travel for both short-term and extended-stay trips for artists, directors and senior level leadership.
- Acted as the client services liaison during in-house visits; created a warm and inviting work space; developed professional working relationships with clients to become their point person.
- Scheduler for all internal and client involved meetings; organizing and assigning conference rooms, conference lines, as well as managing executives' and partners' calendars for all high priority meetings.
- Managed office inventory; purchased all office supplies and company swag; point of contact for vendors; reviewed and authorized all vendor invoices.
- Planned, negotiated and executed all logistics for company events, including budgeting, scouting locations, booking caterers, and overseeing the event.
- Managed interns/PAs schedules and daily task assignments; managed on-boarding, off-boarding, background checks, reimbursement records and approved internship credits.

Massage Envy Spa | Studio City, CA

**Assistant Manager**

02/2014 - 10/2014

- Promoted to the position of General Manager shortly before moving onto position with Zoic Studios.
- Manage, organize and meet with front desk sales team to discuss growth and sales strategies; responsible for weekly schedules.
- Address and resolve conflicts; conduct interviews and reports regarding incidents.

## Education and Training

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BizFed

**Advocacy Academy Graduate**

2024

Franklin Covey

**Project Management Certification**

2023

Pepperdine University | Malibu, CA

**Bachelor of Arts**

2011

**Interests**

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Interests: Performing Arts, Writing, Fine Arts, Community Service, and Non-Profit Organizations, Christian Church Ministry, Positive Psychology, Diversity, Equity and Inclusion efforts

**Languages**

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Fluent English, ability to understand/speak small amount of Spanish and American Sign

**Skills**

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- Decision-making
- Enthusiastic public speaker
- Initiative
- Attention to detail
- Integrity
- Adaptability
- Teamwork, Team management and conflict resolution
- Planning and organization
- Articulate communicator
- Innovative and creative problem-solving
- Operational management
- Event planning and execution

Experienced in:

- Microsoft Office
- Zoom Meetings and Zoom Webinar
- Salesforce and Pardot email blasts
- Graphic creation using Canva
- Social Media: LinkedIn, Twitter, and Instagram
- Executive presentation development
- Administrative support
- Shipping and receiving
- Venue searches for events
- Vendor / Partner relations and orders
- Interviewing candidates for potential hire; HireRight background checks

# ARMANDO LOZA

## DIRECTOR

*CENTER OPERATIONS | SERVICE IMPROVEMENT | LEADERSHIP DEVELOPMENT*

Director with more than 15 years of progressive leadership experiences in workforce development. Demonstrated expertise in managing budgets, implementing new policy and procedures, improving the bottom line and turnaround of underperforming operations. Able to provide support for multiple concurrent priorities while establishing, maintaining, and developing effective working relationships with all members of the organization.

- *Partnership Development*
- *Customer Service Excellence*
- *Financial & Data Analysis*
- *Strategic Planning*
- *Program & Project Management*
- *Policy & Procedures Development*
- *Safety & Emergency Response*
- *Maintain Regulatory Compliance*
- *Team Building & Leadership*
- *Recruitment & Staffing*
- *Coaching & Succession Planning*
- *Workflow & Process Improvement*

## KEY ACCOMPLISHMENT & LEADERSHIP EXCELLENCE

- ✓ **OPERATIONS MANAGEMENT:** Provide leadership direction managing concurrent operations between programs, finance and company policy and procedures
- ✓ **POLICY DEVELOPMENT:** Develop and implement new policy and procedures to restructure overall operations and improve process flow
- ✓ **STAFF DEVELOPMENT:** Perform full life-cycle recruitment procedures to hire the most talented and efficient employees.
- ✓ **BUDGETING:** Assist in preparing programmatic budgets of over \$1M and provided necessary direction to ensure efficient financial reporting
- ✓ **COMMUNICATION:** Able to effectively liaise between senior management and line staff to ensure proper lines of communication in addressing critical concerns that require immediate attention.
- ✓ **TECHNOLOGY:** Google Suite, Microsoft Suite, Launchpad Salesforce, CalJOBS, Quickbooks, Canva, and PDF Filler.
- ✓ **ATTRIBUTES:** Possess superb interpersonal and communication skills coupled with excellent relationship building capabilities and excellent negotiating abilities

## PROFESSIONAL EXPERIENCE

Miguel Contreras Foundation-LA Federation of Labor  
**Executive Director**

- Provide overall leadership, vision, and strategic direction for the foundation, ensuring alignment with its mission to empower underserved communities through education, labor rights, and workforce development.
- Oversee the day-to-day operations of the foundation, ensuring efficient management of resources, staff, and programs to meet organizational goals.
- Serve as the primary liaison between the foundation's board of directors, staff, and key stakeholders, providing regular updates on progress, challenges, and future plans.
- Lead strategic planning efforts to define long-term goals, identify growth opportunities, and ensure sustainability of the foundation's initiatives.
- Manage the foundation's budget, ensuring financial sustainability by overseeing fundraising efforts, donor relations, and grant acquisition to secure ongoing financial support.
- Represent the foundation in public forums, media interviews, and at community events, serving as the key spokesperson to promote the foundation's mission and advocacy efforts.
- Build and maintain strong relationships with community partners, government agencies, labor unions, educational institutions, and other stakeholders to expand the foundation's impact and reach.
- Ensure compliance with all legal, regulatory, and ethical standards, including maintaining transparent financial reporting and organizational governance.
- Lead and mentor the foundation's leadership team and staff, fostering a collaborative and mission-driven work environment that promotes professional growth.

- Collaborate with the board of directors to provide governance oversight, facilitate board meetings, and implement board recommendations and strategic initiatives.
- Monitor and evaluate the impact of the foundation's programs and initiatives, using data-driven insights to refine strategies and improve outcomes.
- Champion advocacy efforts in alignment with the foundation's labor rights, social justice, and education-focused priorities.

Miguel Contreras Foundation- LA Federation of Labor

**Impact Director**

- Lead and oversee the development and implementation of initiatives that align with the foundation's mission to empower underserved communities through education, workforce development, and advocacy.
- Develop and monitor key performance indicators (KPIs) to measure the impact of foundation programs and initiatives, ensuring alignment with long-term strategic goals.
- Build and maintain partnerships with community organizations, government agencies, and educational institutions to further the foundation's impact.
- Manage the foundation's grants program, including overseeing the application process, disbursement of funds, and ensuring grantees meet reporting requirements.
- Create and deliver regular reports to the board of directors, stakeholders, and donors on program outcomes, impact metrics, and areas for growth.
- Identify and secure funding opportunities to support the foundation's initiatives, including writing grant proposals and cultivating relationships with potential donors.
- Provide leadership and guidance to program teams, ensuring that initiatives are effectively managed and deliver measurable results.
- Oversee outreach and engagement strategies aimed at raising public awareness of the foundation's work and amplifying its impact in target communities.
- Develop and implement communication strategies that highlight the foundation's impact through social media, reports, and public events.
- Serve as a spokesperson for the foundation at public events, conferences, and community meetings, advocating for the foundation's goals and initiatives.
- Collaborate with external evaluators and consultants to conduct assessments and improve program effectiveness.

Community Career Development, Rancho Dominguez America's Job Center of California, Compton, CA

Aug. 2015 – Present

**Director**

*Reporting to the Executive Director, provided oversight to 12 County funded programs (Equaling \$3.8 million) and 22 staff-members.*

**Responsibilities:**

- Applied policies and procedures to promote an efficient, professional work environment.
- Supervised staff, evaluated performance, took corrective action, and assigned responsibilities.
- Participated in staff development, professional development, and training activities.
- Met and exceeded all contracted goals, outcomes, and fiscal expenditure commitments.
- Monitored operations to ensure the delivery of high-quality customer service.
- Implemented and oversaw Sector Industry Workforce Development program grants.
- Developed and implemented employer outreach strategies and assessed employer hiring needs.
- Identified employment opportunities and developed career ladder pathways.
- Conducted targeted participant outreach, recruitment, and orientation activities.
- Served as liaison between employers and jobseekers; coordinated on-site hiring events.
- Assisted jobseekers and responded to issues or complaints in accordance with agency policy.
- Prepared and submitted weekly, monthly, and quarterly reports; prepared documentation for audits.
- Collaborated with local educational institutions to develop appropriate training programs.
- Provided leadership to Center Partnerships, Quality Assurance teams, and Advisory Boards.
- Managed the Center Certification Application Process to ensure continuation of services.

Armando Loza, experience continued...

Hub Cities Consortium, Huntington Park, CA

Sep. 2009 – Jul. 2015

**Youth Workforce Development Programs Manager**

*Reporting to the Executive Director, provide oversight to 5 County funded programs (Equaling \$1.2 million) and 8 staff-members.*

**Accomplishments:**

- Responsible for the oversight of in-house activities such as assessment, evaluations of customers' assessment computerized results, and referrals to internal and external training programs.
- Responsible for oversight to ensure customers are being provided with adequate training leading to employment.
- Provided supervision, direction, and training of staff.
- Met financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions
- Prepared analytical and statistical reports, grant applications and other documents for external and internal reporting purposes.
- Developed, wrote and edited material for reports, manuals, briefs, proposals, catalogs, and related administrative publications.
- Developed appropriate division contractual policies and procedures.
- Conducted research to understand customer, industry and employment trends and skills needed by job seekers.
- Researched potential funding sources such as grants, and special employment and training projects, and other revenue generating programs, including fee-for-service options.
- Responsible for the monitoring of Subcontractors and the submittal of written reports.
- Prepared and presented a variety of written or oral reports
- Enhanced departmental and organizational reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.
- Assisted in other Departmental/Division assignments as needed.

**EDUCATION**

**M.S. Social Entrepreneurship, Marshall School of Business**

2021

University of Southern California, Los Angeles, CA

**B.S. Kinesiology with an emphasis in Rehabilitation/Exercise Science**

California State University of Los Angeles, Los Angeles, CA

Mark Louchheim

**WORK EXPERIENCE:**

- 1981 to Present:        BOBRICK WASHROOM EQUIPMENT, INC.                    NORTH HOLLYWOOD, CA
- 2020        Chairman & CEO.
- 1993        President. Accomplishments include introduction of Contura™ product line (1993); formation of Bobrick Washroom Equipment, Ltd. (UK) with distribution from Manchester (1993); completion of new Clifton Park, NY manufacturing and distribution facility (1995); move to expanded Scarborough, ON manufacturing and distribution facility (1996); completion of new Jackson, TN manufacturing and distribution facility (2000) and start-up of high-volume metal manufacturing (2003); and move to expanded Centennial, CO manufacturing and distribution facility for Koala Kare Products (2005). Acquisitions include of Twin-Cee (1999); the Convenience and Activity assets from the Koala Corporation (2004); the assets of General Accessory Manufacturing Company (GAMCO) from The Liberty Hardware Group of the Masco Corporation (2006); the youth seating line assets from Central Specialties Ltd. (2015), and Thrislington Cubicles Limited, based in Deeside, Wales, UK from Strata International Group Limited (2018).
- 1991        Executive Vice President. Chief Operating Officer. Accomplishments include acquisition of Thrislington Cubicles (U.S.) (1992).
- 1990        Vice President - Operations. Responsible for Bobrick Washroom Equipment Company (Scarborough, ON) and Bobrick's Eastern Division (Clifton Park, NY) manufacturing and distribution facilities; and, start-up (1990) and operation of Bobrick's Mid-Continent customer service and distribution center (Jackson, TN). Continued responsibility for Marketing.
- 1988        Vice President - Marketing. Responsible for product development, corporate pricing, and promotion.
- 1985        Director of Marketing. Managed Architectural Services, and Advertising and Sales Promotion departments. Chairman of Marketing Committee. Project Manager of new AirCraft Warm Air Dryer product line.
- 1984        Human Resources Manager. Responsible for developing Employee Relations Manual, Employee Handbooks, "Speak Out" meetings, and new performance evaluation system.
- 1983        Architectural Sales Representative. Worked as sales representative responsible for calling on architectural firms and distributors in the Los Angeles area.
- 1982        Project Manager - Marketing. In addition to new product development, coordinated sales training seminars, trade shows and international sales meetings.
- 1981        Project Manager - Manufacturing. Set-up new mirror assembly operation in North Hollywood facility.

1977 to 1979                    PROCTER AND GAMBLE PAPER PRODUCTS COMPANY                    MEHOOPANY, PA

Production Team Manager. Managed a team of over 20 technicians operating Pampers' converters. Responsible for attaining results in safety, quality, scrap, production, cost improvements, and technician development.

Summers

1974 to 1976                    SOUTHWESTERN COMPANY                    NASHVILLE, TN  
Worked as salesman (1974), student manager (1975), and organizational manager (1976).

**PROFESSIONAL ASSOCIATION BOARDS:**

2017 to present                LOS ANGELES AREA CHAMBER OF COMMERCE  
2023                                Immediate Past Chair  
2022                                Board Chair  
2021                                First Vice Chair  
2017 to present                Board member

2004 to 2006                    YOUNG PRESIDENTS' ORGANIZATION, INC. DALLAS, TX  
Pacific U. S. Regional Chair  
Chair, Audit Committee (2005 – 2006)  
Vice-Chair GLC Membership Officers Workshop (2005)  
Co-Chair Hiring and Retaining Key Executive Seminar (2004)

1994 to 2006                    YOUNG PRESIDENTS' ORGANIZATION – LOS ANGELES CHAPTER  
2001 to 2002                    Membership Co-Chairman and Immediate-Past Chapter Chairman  
2000 to 2001                    Chapter Chairman  
1999 to 2000                    Education Chairman  
1998 to 1999                    Chapter Vice Chairman  
1997 to 1998                    Membership Chairman  
1996 to 1997                    Communiqué Editor

**FOR PROFIT BOARDS**

2024 to Present                WAREHOUSE EXCHANGE  
  
2011 to 2018                    FALCON WATERFREE TECHNOLOGIES  
  
2005 to 2009                    SCHNITZER INVESTMENT CORP.  
2006 to 2009                    Chair, Audit Committee

**CHARITABLE ACTIVITIES:**

2017 to Present                WALLIS ANNENBERG CENTER FOR THE PERFORMING ARTS  
Member, Board of Directors  
2020 to Present                Member, Executive Committee  
2024 to Present                Chair, Finance Committee

1995 to 2012, 2013 to 2023	UNITED WAY OF GREATER LOS ANGELES
2016	Recipient of the 2016 Alexis d 'Tocqueville Society Award
2014 to 2016	Board Chairperson
2013 to 2014	Board Vice-Chair
2008 to 2011, 2016 to 2019	Chair, Nominating Committee
2002 to 2008	Chair, San Fernando Valley Regional Board
1999 to 2012, 2013 to 2023	Member, Corporate Board
1995 to 2011	Member, San Fernando Valley Regional Board
2005 to 2018	LEADERSHIP COUNCIL of the MUSIC CENTER
2011 to 2016	Executive Vice President
2006 to 2009	Executive Vice President
2005 to 2006	Vice President
1982 to 2003	LOS ANGELES CHILD GUIDANCE CLINIC BOARD OF DIRECTORS
1994 to 1996	Chairman
1992 to 1994	Chairman-Elect
1987 to 1992	Vice-Chairman
1987 to 2003	Member, Executive Committee
1990 to 1995	Acting Chairman, Capital Campaign Steering Committee
1985 to 1990	Chairman, Development Committee
1984	Chairman, Sustaining Membership Drive
1990 to 1996	CENTER FOR EARLY EDUCATION, BOARD OF TRUSTEES
1995 to 1996	Chairman, Trustees Committee
1994 to 1995	Chairman, Strategic Long Range Plan Implementation Committee
1992 to 1993	Vice President
	Chairman, Annual Fund Drive
1991 to 1992	Secretary
1981 to 1984	HARVARD GRADUATE SCHOOL OF BUSINESS ADMINISTRATION
	Fund Agent for Section H, Class of 1981.

**EDUCATION:**

1979 to 1981	HARVARD GRADUATE SCHOOL OF BUSINESS ADMINISTRATION, BOSTON, MA Received Master in Business Administration in June, 1981. Concentration in manufacturing and marketing. Vice President of the Small Business Club.
1975 to 1977	CORNELL UNIVERSITY, ITHACA, NY Received Bachelor of Science (Operations Research/Industrial Engineering) in June, 1977. Vice President of Alpha Phi Omega service fraternity and Vice President of the AIIE Cornell Student Chapter.
1973 to 1975	TUFTS UNIVERSITY, MEDFORD, MA Appointed student representative to the Tufts University Board of Trustees Resource Committee. Treasurer of Theta Chi social fraternity and Treasurer of Tufts Rugby Football Club. Varsity ski team for two years.

**PRESENTATIONS:**

October 22, 2024 – Moderator, “Shaping the Future: Workforce Trends”, Los Angeles Area Chamber of Commerce, 2024 Education Summit, Loyola Marymount University.

January 11, 2024 – Panelist on “Forging the Future: How Manufacturing is Shaping the Valley”, The Valley Economic Alliance, Our Future Regional Development Summit, The Orchard Conference Center, CSUN

April 21, 2022 – “Q&A on the California Economy”, Cornell Club of Los Angeles and the Cornell Alumni Association, virtual presentation moderated by Josh Hamilton.

December 10, 2021 – Panelist on “YPO Live: Building a Family Business That Lasts”, Young Presidents’ Organization Global Family Network virtual presentation.

October 29, 2021 – Moderator, “California’s Competitiveness” with Prof. Lee Ohanion, Lew Horne (President CBRE – Greater LA/Orange County), and Michael Rouse (VP Toyota (ret.) – Philanthropy and Community Affairs)

November 8, 2018 – Panelist on, “Global Strategy in Uncertainty & Euphoria”, GetGlobal 2018, Los Angeles Theatre Center, Los Angeles, CA

October 6, 2016 – Panelist on “What the Louchheim Family Learned in Their 4 Generations of a Family Business”, USC Marshall Family Business Forum, Town & Gown, USC Campus, Los Angeles, CA

April 12, 2016 – Panelist on “Make it in America”, Young Presidents’ Organization, Hollywood Chapter, California Club, Los Angeles, CA

March 17, 2016 – “Family Philanthropy and United Way”, United Way Million Dollar Roundtable Tocqueville Leaders’ Summit, Montage Hotel, Laguna Beach, CA

April 29, 2014 – Panelist on “Growing a Board’s Philanthropic Culture”, Association of Fundraising Professionals – Greater Los Angeles Chapter, Advanced Executive Forum, California Club, Los Angeles, CA

February 22, 2014 – Panelist on “What do Boards Want in a Director?” at Young Presidents Organization Board Boot Camp LA seminar, KPMG, Los Angeles, CA, February 21 – 23, 2014.

November 11, 2007 – “Making a Board at a Family Owned Company Effective” at Building a Board of Directors as a Strategic Weapon Young Presidents Organization Seminar at the Four Seasons Palo Alto, Palo Alto, CA, November 5 - 7, 2007.

**PUBLICATIONS:**

“Trump Is Right About China Trade”, Wall Street Journal, Op-Ed, October 2, 2018.

**PERSONAL:** Married, two adult children.

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# JESSE CUEVAS

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## 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; LOS ANGELES, CA  
— 2020-PRESENT

Division oversight of the Wagner Peyser activities, programs, and projects in support of the the Workforce Innovation 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 Angeles 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, CA 2016-2018

Planned and directed all administrative, financial, and operational activities for the Los Angeles/Coastal Workforce Services Division. Acted as Point of Contact between the Executive Leadership Team, Senior Management, and Stakeholders for the Workforce Service Branch 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 Los Angeles, Huntington Park and South Gate communities. Partnered with various mandated co-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 Communication Skills, Conflict Resolution, and Negotiation.

# Gabriel Pimentel

July 16, 2024

## 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 corporate 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

- Organizational Leadership
- Budget Control
- Healthcare Administration
- Change Management
- Project Planning & Delivery
- Quality Assurance
- Contract Negotiation
- Employee Engagement
- Team Leadership

## Career Experience

Southern California Indian Center, Los Angeles, CA  
Executive Director

2018– Present

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 youth college program with more than 90% completion rate.
- Enhanced annual revenue by millions of dollars through establishment of responsive community-based programing.
- Developed youth higher educational program with more than 80% college acceptance rates.
- Implemented 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.
- Initiated a comprehensive home-visiting program supporting first-time families.
- Coordinated the establishment of care plan protocols representing Native families with DCFS cases.
- Launched a comprehensive behavioral health program addressing the needs of parents with history of domestic violence, substance abuse or a history of behavioral health issues.
- Developed, maintained and utilized protocols supporting Native families with substance abuse or behavioral health issues.
- Implemented programs reducing employee burnout.
- Developed and implemented employee engagement practices that increased productivity and retention.
- Implemented practices that identified areas for employee and client engagement.

Adjunct Professor in history and political science. Instructing undergraduate students on World History as well as Native American History. Knowledgeable and experienced in various educational philosophies, which best promote the overall experience of a student.

- Active member of the college's Diversity, Equity and Inclusion committee.
- Delivered lectures to upper division undergraduate students on topics such as Native American history, postwar civilizations, and the history of third-world countries.
- Assessed individual strengths, weaknesses and opportunities of each student, addressing issues as needed.
- Delivered lectures to undergraduate students on topics such as political science and government, incorporating US vs global political systems.
- Facilitated classroom discussions and encouraged the participation of all students, incorporating relevant reading and current events.
- Assisted with undergraduate honors student program advising.

**Friendship House, San Francisco, CA**  
**Executive Director**

**2022 – 2023**

Managed and directed the operation of a 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 policies increasing client and staff morale.
- Implemented a culturally specific educational program increasing employee retention.
- Implemented policies that increased productivity and fiscal growth.
- Managed culturally specific educational program reducing client recidivism
- Created a responsive community based cultural prevention program.
- Initiated Capital Campaign raising over 20 million dollars in the first year.
- Executed accounting practices which stabilized new funding sources including VA, Medicaid and Medicare.
- Maximized organizational profitability via strategic and efficient restructuring.
- Initiated the development of a tribally managed substance abuse center.
- Initiated the development of a transitional housing program facilitating state and county resources.
- Facilitated the development of a community social service program supporting post op clients.
- Spearheaded the development of a new urban based treatment center.
- Managed city, county and state exemptions for construction permits and EPA issues.

**Hartland Institute, Rapidan, VA**  
Advancement & Development Director/Media & Publications Director

**2017 – 2018**

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. Performed multiple responsibilities assigned by president and college dean.

- Optimized revenue via the development of wellness programs.
- Implemented a data-based programming to increase publication 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 publishing department.
- Director of the wellness treatment center
- Managed all grants and contracts
- Managed all communications for the college including;
  - Social media
  - Publications including scholarly and editorial
  - News letters
  - Grant and contract reporting

**National Congress of American Indians, Washington, DC**  
Health Legislative Associate

2016 – 2017

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 IHS youth wellness and prevention program
  - Program supported 88 tribally based sites
  - Each with it's own staffing
  - Each with it's own budget
- Represented and supported Tribal Nations regarding healthcare issues in congress or with the US administration.
- Established strong professional relationships and partnerships with Tribal Nations, Native non-profit organizations/corporations with Congress, the White House and with various government agencies.
- Worked closely with CMS to enhance Medicaid expansion across the United States and Indian Country.
- Facilitated a robust graduate healthcare student internship in coordination with the Seventh Day Adventist Church.
- Led successful development of behavioral health agenda program.
- Evaluated program performance by analyzing and interpreting data and metrics and its impact on Indian Country.
- Collaborated with Congress on US budget and Indian Health Care needs.
- Helped to established formal and proposed policies for US government healthcare agencies including;
  - CMS
  - HHS
  - SAMHSA
- Developed comprehensive performance reports using GIS to strategize resource allocation and establish performance metrics for grants and contracts.

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 Arts**

University of California, Los Angeles, CA

**Bachelor of Arts**

University of California, Riverside, CA

# Maria Ibarra Turrubiarres

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## Highlights

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- Over 15 years of experience working with people from diverse backgrounds, emphasis on disability advocacy through direct service delivery and management/oversight
- Over 10 years of experience in placement services from providing direct services to coordination and oversight of employment services
- Over 12 years of experience in working in collaboration with specialized service division and vocational rehabilitation employment division.
- Over five years of experience developing cooperative contracts between DOR and community partners.

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## Professional Experience

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### *Management, Oversight and Program Development*

- Leading district operations of Department of Rehabilitation within the Greater Los Angeles District Region.
- Ensures that all offices within the Greater Los Angeles catchment area implement the VR programs in compliance with departmental regulations, policies, procedures and directives from Governor's Office and other state and federal agencies.
- Establish goals for the programs, including quality of services, production targets, and expansion of services.
- Leading and managing Staff Service Manager II, Staff Service Manager I -DOS, Psychologist, and assigned clerical support and analytical staff.
- Established partnership with LAUSD, LACOE, AJCC, Cal-State Los Angeles University, Regional Centers, California Conservation Corp, OYCR,
- Effectively leading staff development and adherence to policies and procedures.
- Responsible for comprehensive reviews outcomes, compliance, external and internal audits in accordance with RSA and D.O.R. standards.
- Representing the Department's vision and mission to public and private entities for the purpose of outreach, public relations and resource development.
- Collaborate with stakeholders such as Work Source Centers, EDD, Universities, Community Colleges, community partners, private employers and other external sources resulting in MOU's, Contracts, and fee for service programs.

### *Financial and Business Analysis*

- Plan, review, monitor, and approve all relevant administrative budget information consistent with Department's fiscal management procedures to ensure efficient use of resources.

- Review and monitor case services monthly reports and applies information to provide continuous improvement for VR staff in service to consumers.
- Participates in providing analysis and recommendations in the development and or implementation of statues including WIOA, departmental regulations, policies, projects, and procedures.
- Assist in the development and implementation of VRED and district strategic plans; identifies, develops and supports activities to increase the quantity and quality of local and business engagement activities, and collaboration with job centers and the Workforce Innovation and Opportunity Act (WIOA) core partners

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### Employment History

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Department of Rehabilitation (DOR) <i>Regional Director (SSMIII)</i> <i>Greater Loas Angeles District</i>	2019-Present
Department of Rehabilitation (DOR) <i>District Administrator (SSMII)</i> <i>Greater Los Angeles District</i>	2018- 2019
Department of Rehabilitation (DOR) <i>Team Manager (SSMI)</i> <i>Van Nuys/Foothill District</i>	2015-2018
Department of Rehabilitation (DOR) <i>Senior Vocational Rehabilitation Counselor-QRP</i> <i>Van Nuys/Foothill District</i>	2012-2015

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### Education

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California State University, Los Angeles	Los Angeles, CA	<b><i>Master's Degree in Rehabilitation Counseling</i></b>
California State University, Los Angeles	Los Angeles, CA	<b><i>Bachelor of Science in Rehabilitation Services</i></b>

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### Professional Memberships/Service/Advisory Committees

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<b>City of Los Angeles Workforce Development Board (WDB) -Board Member</b>	2018-Present
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### Honors and Awards

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- **Certificate of Outstanding Leadership Award (2017) SCRS- IL**  
 -In recognition of leadership and support to individuals with disabilities

- **Certificate of Partnership Award (2016) SCRS- IL**  
-In recognition of outstanding partnership
  - **DOR – Excellence Award (2014 and 2016)**  
-In recognition of excellent contributions and services in meeting the mission and goals of the Department of Rehabilitation
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# Sergio Rascon

## Business Manager

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### Experience

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1994 - Current

#### **Business Manager LIUNA Local 300**

Responsible for the management operations and growth of the Local. Represents all members of Local 300. Acts as the local union representative and liaison with employers. Participates in negotiations with signatory contractor associations. Oversees resolution of grievances and disputes. Maintains relationships with local elected officials in furtherance of membership issues. Protect the jurisdiction of the Laborers craft work within Los Angeles County. Has general jurisdiction over stewards. Oversees the enforcement of the collective bargaining agreement for the union.

2012 – Current

#### **LIUNA International Vice-President at Large**

Works under the direction and authority of the LIUNA General President. Responsible for the affairs of LIUNA within Southern California.

2012 - Current

#### **President of the Southern California District Council of Laborers**

He serves as the Chair for the Executive Board and the delegates meetings of the Southern California District Council of Laborers. The organization serves as the master collective bargaining agent for all of the Southern California district council locals. They negotiate all agreements covering Laborers craft work performed throughout Southern California. Oversee the operation of the Southern California Laborers Training School.

### Boards

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- 2014 – Present City of Los Angeles Workforce Development Board – Member
- 2019 – Present Safe Clean Water Program Upper Los Angeles River Watershed Committee – Alternate
- 2023 – Present Labor Council for Latin American Advancement – Secretary-Treasurer
- 2002 – 2005 City of Los Angeles Convention & Exhibition Center Bureau – Commissioner
- 1997 – 2001 Metropolitan Water District Board of Directors - Boardmember

# Victor L. Reyes

Union Representative – I.A.T.S.E. Local 44  
Labor Studies Lecturer – CSUDH

Extensive experience in Labor Movement  
involving labor relations, contract negotiations,  
member representation, and conflict resolution.

## Research Interests

Integrating training programs in underserved communities in-order-to provide clear pathways  
into motion picture industry jobs and trades.

## Education

**Master of Public Administration, MPA - Employer-Employee Relations and Personnel Management**  
(Summer 2016) California State University - Long Beach CA

**Bachelor of Science, Public Administration, Administrative Management**  
(Spring 2013) California State University - Dominguez Hills CA

**Bachelor of Arts, Labor Studies**  
(Spring 2012) California State University - Dominguez Hills CA

**Associate of Arts, Interdisciplinary Studies – Social and Behavior Studies**  
(Spring 2009) Los Angeles Southwest College – Los Angeles CA

**Associate of Science, Cabinet Making**  
(Spring 1994) Los Angeles Trade Technical College – Los Angeles CA

**Associate of Science, Carpentry**  
(Spring 1993) Los Angeles Trade Technical College – Los Angeles CA

## Teaching Experience

**Lecturer in Labor and Community: Worker Rights**  
Labor Studies Department  
California State University Dominguez Hills  
Fall 2022 to present

**Instructor in Film Production Skills**  
Film Production Department  
West Los Angeles College – Hollywood Cinema Production Resources  
Summer 2022 to present

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## Work Experience

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### **Union Representative** - June 2015 to Present

**Business Rep** – To serve as a primary agent between Union members and production companies by enforcing the union's collective bargaining agreements and employee contracts. Field potential grievances resulting from workplace conditions and treatment, pertaining to compensation, schedules, safety, or duties at the workplace.

- Coordinating the understanding of labor contracts, workers' rights, members' responsibilities, etiquette and industry standards and other situations members face on the job. Resolve member complaints at the initial stages of the grievance procedure to prevent unnecessary arbitration.

**Director of Member Education and Training** – Develop and implement appropriate training programs for union members on a variety of specialized crafts. Coordinate financial support and training courses through the Union Training Trust Fund and develop additional relationships to assist with training – Los Angeles Community College Branches.

**Political Coordinator** - Assist with the planning, coordination, and execution of Local 44's political action program in assigned Local and State territory. Responsible for implementing legislative grassroots action plans including email, phone, and media campaigns. Develop and maintain relationships with leadership, elected officials, and key staff.

**Union Organizer** - Develop and lead worker mobilizations for internal and external organizing and political efforts. Assists Union Head-of -Department members and other worksite crew members in developing strategies for contract negotiations, contract campaigns, internal organizing, and other leading programs of the union. Maintain regular communication with head of departments and crew members through Union Organizing at the job site, visits, and one-on-one meetings. Maintain member rapport, monitor worker attitudes, and guide their activity on behalf of the union. Explore organizing targets to gather data/information, build a list of workers, assesses interest/plans, conduct meetings with organizing committees, and other workers.

### **Communication Specialist - Callboard Department** April 2013 to June 2015

- Triage incoming member calls and dispatching them to the correct branch within the union facility
- Assisting in meeting the staffing needs of Movie Production Companies for Union member employment.
- Organize, file, and store administration data received

### **20<sup>th</sup> Century Fox Studios Facilities Crew** - June 2001 to April 2011

- Provide expertise services of studio facilities – maintenance and reconstruction of historical buildings and background lots with the completion of interior and exterior builds.
- Project supervisor of one or multiphase projects. Oversee the course of a project, delegate and communicate with the construction crew, internal and external vendors, prioritize tasks, and monitor the progress of the project to keep it on schedule.
- Communicating with executives and head of departments to keep the project aligned with their goals.
- Continuously performing quality control on the project throughout development to maintain the standards. Assessing crew member skills and expertise to proficiently delegate task on the project to those best positioned to complete the task.
- Oversee the inspection in the final phase of completed construction projects.

**Propmaker / Carpenter** - November 1996 to June 2001

- Experience with the construction of movie sets and props for television and feature films.
- Proficient Carpenter, cabinet maker, and finisher.
- Knowledgeable in drafting and reading blueprints, estimating need and cost of materials required for projects at hand, actively involved in all phases of studio sets through finish product, skilled in build of concrete forms, stair design, sheet metal work, T-bar ceiling, finish molding, movie props, miniature sets, and facade structures.
- Experience with special effects and craft associated skills: Metal Shop Work, Machinist, Pneumatic Hardware and tools, Plastics (Bondo), Rubber and Formica, Glass Cutting, Set Layout, Aerial Lifts (Boom and Scissor lifts), and Aerial Safety/High work.

## MAX SALVADOR ARIAS

### Experience:

2015-Present                      Service Employees International Union Local 99                      Los Angeles, CA

#### **Executive Director**

Chief Elected Officer for the largest wall-to-wall education Local in California representing over 50,000 Classified School Employees and Family Childcare Providers in Los Angeles, San Bernardino, and Ventura Counties. Oversee contract bargaining and member representation across 13 Local Education Agencies and Community College Districts, the State of California, and the County of Los Angeles. Manage an annual budget of \$12 million.

Chair and Chief Negotiator, Childcare Providers United (CCPU)                      2020 - Present  
Work with Family Childcare Providers throughout the state of California to develop policy and contract proposals aimed at increasing access to, and improving the quality of, early education. Develop and execute strategic campaign plans that have led to multi-billion-dollar investments in early childhood education including unprecedented expansion of state childcare slots, reimbursement rates, and training and support.

Executive Board Member, SEIU California                      2015 - Present  
Board member for SEIU California which represents over 700,000 workers in sectors ranging from homecare, healthcare, janitorial, education, and child and family services. Develop and advance legislation and propositions that improve the lives of millions of workers and community members.

Vice-President and Executive Board Member, SEIU International                      2015 - Present  
Board member for SEIU International representing over 2 million workers across the United States. Chair of K-12 and Early Education Executive Committees which works directly with members of Congress and the U.S. Secretary of Education to develop and advance federal policy and legislation for a more equitable education system.

Executive Committee Member, SEIU International Public Division                      2015 - Present  
Represent over 1 million public sector employees across the United States. Develop and execute campaigns to expand the rights and benefits for public employees.

Vice-President, Los Angeles County Federation of Labor                      2015 – Present  
Governing Board member for Federation of over 300 affiliated unions and labor organizations, representing over 800,000 workers in LA County. Oversee budget, electoral program, and community service projects including food distribution to thousands of workers.

2009-2015                      SEIU-UHW                      Oakland, CA

#### **Assistant Director, Collective Bargaining and Representation, Hospital Division, August 2013 - 2015**

Developed and implemented a member led bargaining strategy for the Hospital division including impact and full contract bargaining covering over 40,000 members. Developed and standardized representation systems in the division with a focus on member empowerment and participation. Supervise and train two negotiators to work with committees of members to bargain with employers in all necessary situations,

## **MAX SALVADOR ARIAS**

from impact bargaining to full contract negotiations. Supervised contract negotiations and two staff teams (5 staff/6 different tables) for Hospital and Nursing Home Divisions. Served as Chief Negotiator for SEIU-UHW for important collective bargaining negotiations including HCA Nevada (for SEIU Nevada/Local 1107), Stanford and LPCH, El Camino Hospital and Washington Hospital. Supervised and trained negotiators bargaining with Employers across California.

### **Coordinator III, Independent and Sutter Hospitals, Hospital Division, 2011-2013**

Supervised and trained a team of members/organizers. My team was responsible for an area that covered 12 hospitals and 5 clinics in which over 9,000 members worked. This area included large flagship hospitals such as Stanford, El Camino and John Muir. Led team to develop and implement a member led representation system based on organizing around worksite issues. Led the team to partner with worksite leaders to develop contract campaigns to successfully negotiate collective bargaining agreements winning major improvements for patient health and working conditions.

### **Acknowledgments**

Yonde Award 2024, presented by Korean Immigrant Workers Alliance

JFK Award, presented by the Los Angeles County Democratic Party

Champion for Equity Award 2023, presented by Catalyst California

Luisa Moreno Award 2019, presented by InnerCity Struggle.

Bert Corona Leadership Award 2019, presented by Hermandad Mexicana

### **Education**

Universidad Centroamericana Jose Simeon Cañas - San Salvador, El Salvador

1995-1999 - Major: Economics

Universidad Albert Einstein - San Salvador, El Salvador

1993-1995 - Major: Mechanical Engineering

### **Languages**

Fluent in Spanish-speaking, reading, and writing