
Socorro Shields

SUMMARY OF EXPERTISE

- Strategic problem solver who includes many voices and perspectives in solutions and innovation
- Fearless social justice and equity champion for community advancement for all
- Expert developer of culturally relevant and responsive trainings, content, curriculum and learning experiences centering diversity, equity and belonging
- Equity-centered system leader with a proven record of success
- Results and evidence-driven professional who creates a shared vision of success and continuous improvement across a community
- Calculated innovator who is effective at identifying gaps in performance and implementing clear and practical solutions with varied constituencies
- Service-oriented leader who is effective in performance management and capacity building through mentorship and systematic development of staff and stakeholders
- Collaborative yet decisive leader who values and builds high trust climates among professional associations, community, and leadership teams

EXECUTIVE EXPERIENCE

EQUITY FIRST CONSULTING, Santa Rosa, CA

Lead Associate, December 2020- present

- Develop and deliver diversity, equity and belonging trainings for awareness, actualizing and reflection
- Provide organizational audits operationalizing belonging and diversity
- Provide group coaching for organizations seeking to strengthen and practice equity mindedness
- Assess and provide feedback on organizational practices and cultural readiness to advance diversity, equity and belonging

SONOMA VALLEY UNIFIED SCHOOL DISTRICT, Sonoma, CA

Superintendent, June 1, 2018- November 2020

(Enrollment 4,000 Budget approx. \$52 million)

Results

- Awarded \$4,000,000 five year federal grant for mental health and community resource centers
- Reduced the number of students being expelled from by over 70% through restorative practices and positive based intervention and support program implementation
- Began systematic plan to increase diversity and cultural responsiveness in materials, curriculum, talent and training
- Empowered parents with new programs and positions to include the most marginalized voices and views
- Established partnerships with the Chamber of Commerce and critical industry leaders
- Empowered teachers and principals to identify key essential standards
- Re-centered district strategic actions on student learning and focus on high-quality instruction
- Engaged community in discussions of resource distribution and educational equity efforts for the sake of shared student success

CALIFORNIA COLLABORATIVE FOR EDUCATIONAL EXCELLENCE, Santa Rosa, CA

Director of Education, February 2016- May 31, 2018

(Budget: approximately \$29 million)

Results

- Lead large scale culture shift towards continuous improvement and equity through District capacity development and policy advocacy
- Provide direct customized district coaching for sustained student improvement
- Developed an intentional learning organization from nascent stages to sustained institutional culture

Socorro Shields

SANTA ROSA CITY SCHOOL DISTRICT, Santa Rosa, CA

Superintendent, July 2012- February 2016

(Enrollment: 16, 500; Budget: \$147 million)

Results:

- ☐ Facilitated a new vision and culture for the organization grounded in equity, access, and collaboration through a local plan of improvement
- ☐ Led and ensured change towards behavioral support and intervention including restorative justice district-wide leading to a 50% decrease in suspensions and 80% reduction in expulsions
- ☐ Focused and facilitated attention to full-service community school model for maximizing educational potential
- ☐ Awarded approximately 3.5 million dollars for federal School Climate Transformation Grant
- ☐ Awarded approximated 1.5 million dollar federal grant for mental health services grant.
- ☐ Supervised and coached executive level and line leadership positions and provided focus on improvement and self-accountability
- ☐ Created collaborative vehicles for strengthening labor relations through transparency and shared decision making
- ☐ Led community ballot initiatives with two school district facility and technology bonds (elementary and secondary district) totaling \$229 million dollars (elem- \$54 mil, 69.1%, secondary- \$175 mil, 69.1%)

MORGAN HILL UNIFIED SCHOOL DISTRICT, Morgan Hill, CA

Assistant Superintendent of Educational Services, April 2010-July 2012

(Enrollment: 9,200; Budget \$70 million)

Results:

- ☐ Produced results for students by closing achievement gap by 19 points on Academic Performance Index
- ☐ Adopted and nurtured high expectations across system by influencing culture
- ☐ Supervised, evaluated and coached all site leadership via feedback and evidence
- ☐ Directed district-wide program improvement efforts via alignment with data
- ☐ Created systemic protocols and establishment of learning communities

SANTA CLARA COUNTY OFFICE OF EDUCATION, San Jose, CA

Program Director, District and School Support Services, August 2009-April 2010

- ☐ Led county equity initiatives to inform and support ongoing district and site level efforts
- ☐ Responsible for Program Evaluation for internal and external programs and institutions
- ☐ Member and state-approved lead of external team for assisted and coached leadership

GRANT JOINT UNION SCHOOL DISTRICT, Sacramento, CA

Director of Multicultural Education and Secondary Curriculum, July 2001-2009

Director of Elementary Education, July 2004-2006

- Oversaw and coordinated District budget of nearly 3 million dollars with a focus on outcomes and deliverables
- Facilitated site professional development including best practices for line staff and leadership on improvement

EL TORO ELEMENTARY SCHOOL, Morgan Hill Unified School District

Principal, 1999-2001

- ☐ Nurtured a culture of professional accountability for all during a time of changing demographics
- ☐ Generated data reports assisting sites with measuring student achievement
- ☐ Organized entire site budget including state and federal funds with an equity lens

TEACHING EXPERIENCE

UNIVERSITY OF SAN FRANCISCO

Adjunct Professor, 2011- 2014

Socorro Shields

Educational Leadership Department

- Courses: *Data-Driven Schools, Budget and Finance, Leadership*

CALIFORNIA STATE UNIVERSITY, SACRAMENTO

Adjunct Professor/Lecturer, 2003- 2009

Bilingual Teacher Education Department

- Courses: *History of Bilingual Education; Secondary EL Teaching Strategies*

Educational Administration and Policy Studies

- Courses: *Foundations of Educational Administration*

ORGANIZATIONS/BOARDS

- First Five Commissioner, Sonoma County, 2014- present
- Health Action Commissioner, Sonoma County, 2013- 2017
- Association of California School Administrators (ACSA) Superintendency Council, 2013- 2018
- Instructional Quality Commission (IQC), California Department of Education, 2011- 2015
- California Association of Latino School Administrators (CALSA) Board of Directors, 2010- 2018
- Californians Dedicated to Education Foundation (CDE Foundation) Board Member 2019- present
- High Tech High Graduate School of Education Board Member 2019- present
- Fiscal Crisis Management Team board member, 2015-2018

PROFESSIONAL HIGHLIGHTS

- Selected as Education Policy Fellowship Program Cohort 3, 2018
- Selected as first Superintendents mentoring cohort, Association of Latino Administrators and Superintendents (ALAS), 2011
- Selected as a member of ALAS Superintendent Leadership Academy Cohort 1, 2011-2012
- Appointed to the ELD Standards Expert Panel (California Department of Education), 2010
- Selected to lead CALSA mentoring program, 2008-2018

- Selected to participate in UC Education Evaluation Training, Summer 2011
- Selected as first mentoring cohort, California Association of Latino Superintendents and Administrators (CALSA), 2000
- Trained auditor for curriculum management audits (PDK), 2000

MEMBERSHIPS

- ACSA, Association of California School Administrators
- ALAS, Association of Latino Administrators and Superintendents
- CALSA, California Association of Latino Superintendents and Administrators

AWARDS

- Community Transformation Award, Community Action Partnerships of Sonoma, March 2014
- Houghton Mifflin Harcourt Doctoral Scholarship Recipient, 2010
- CALSA Honoring Our Own, 2009

EDUCATION

EDD, In progress Educational Leadership and Organizational Development, Brandman University
Ph.D. *ABD and in progress*, Educational Psychology: Educational Policy, the University of California at Davis

M.S., Educational Leadership, California State University, East Bay

Teaching Credential, College of Notre Dame (Belmont, CA)

B.S; Spanish, Bowdoin College.

CREDENTIALS

- ~~California Administrative Clear~~

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Socorro Shiels

☐ California Multiple Subject K-12

KAREN L. WEEKS

Professional Experience

City of Santa Rosa

Administrative Services Officer – Police Department

April 1999 – October 2013 (retirement)

Responsible for preparation and management of \$44 million budget, always ending the fiscal year under budget

Administration of both Federal and State grants

Overall management of facilities

Supervision of the Personnel Service Team

Liaison with City Council and Measure O Oversight Committee

Part of the 5 member executive team leading the department

Housing Programs Specialist – Department of Housing and Redevelopment

July 1985 – April 1999

Responsible for the administration/management of loans, both Federal and local, to non-profit housing developers

Staff liaison for homeless providers, responsible for funding and monitoring

Developed and managed the neighborhood revitalization program

Responsible for the administration of various grants

Education

California State University, San Luis Obispo

Sonoma State University

BA – History – 1977

Community

City of Santa Rosa Planning Commission – Chair – 2021 to present; Vice Chair 2018 to 2021; Member – 2017 to present

League of Women Voters Sonoma County – Voter Services Chair – 2021

City of Santa Rosa Merit Awards Committee – 2019 to present

TLT Steering Committee – 2019 to present

Museum of Sonoma County History Committee – 2019 to present

California Violence Prevention Network Secretary/Treasurer – 2017 to present

Certified Tourism Ambassador – 2014 to present

Historical Society of Santa Rosa Board Member – 2017 to 2019

Mayor's Sesquicentennial Committee – 2016 to 2018

Habitat for Humanity Sonoma County - Board Member/Committee Member – 2014 to 2017

California Welcome Center/Santa Rosa Visitors Center – Volunteer – 2014 to 2017

City of Santa Rosa Measure O Citizens Oversight Committee – 2013 to 2017

Mayor's Open Government Task Force – 2014

United Way Schools of Hope Reading Tutor 2011 to 2013

Santa Rosa Management Association – Founding Member and Treasurer –

2008 to 2013

Sonoma County Law Enforcement Chaplaincy Service Board Member and Treasurer 2000 to 2013

LSR Class 9 – 1993

JUDY HERRERIAS JAMES

Qualifications

- ❖ Developed and maintained public affairs and community relations and managed private/public partnerships for Kaiser Permanente, Comcast, Republic Services, Clover Stornetta Farms and Sonoma County Farm Bureau.
- ❖ A strong record of accomplishments while working with elected officials and city and county staff members on local, regional and statewide business issues.
- ❖ Leadership roles on several Boards of Directors.
- ❖ Experience developing, overseeing and meeting budgets.
- ❖ Extensive public speaking and media experience along with excellent written communication skills.
- ❖ Successfully developed and managed teams of cross-functional staff and volunteers with diverse skills and backgrounds.

Professional Experience

Kaiser Permanente – Director of Public Affairs – Sonoma/Marin Counties ▪ 2019 - 2021

- ❖ Responsible for strategic internal and external communications.
- ❖ Responsible for government and community relations, community health, media relations and membership growth.
- ❖ Responsible for hiring, training and development, and succession planning within Public Affairs.
- ❖ Develops, leads, and promotes programs that foster community relations and brand marketing objectives.

Comcast – Director of Government Affairs, North Bay ▪ 2014 -2019

- ❖ Responsible for regulatory and public policy matters for the North Bay Region.
- ❖ Development and implementation of strategy for public policy issues.
- ❖ Oversee budgeting and programming for corporate initiatives and community affairs activities. Creatively maximize effectiveness of company's reach while operating within budget.
- ❖ Primary company contact in the event of disasters.
- ❖ Recognized at the Division level for leadership and crisis management.
- ❖ Team lead on regional and statewide initiatives.

Republic Services, Inc. – Manager of Community Affairs ▪ 2010 - 2014

- ❖ Developed relationships with elected officials and their staff members, business leaders and regulators in the North Bay.
- ❖ Responsible for creating community affairs strategic plans, budgets and promotional materials utilized to cultivate growth for the company in the North Bay region.
- ❖ Created unique sponsorship/partnership opportunities between private and public entities.

- ❖ Created, oversaw and implemented community outreach campaigns and activities.

Clover Stornetta Farms – Director of Community Development ▪ 2002 - 2010

- ❖ Represented the company to the North Bay community, including regularly attending events and creating and maintaining relationships with key community groups.
- ❖ Responsibility for the company's events, charitable donations, educational displays, scholarship programs, product promotions, community events, and event staffing.
- ❖ Represented the industry, often in a leadership capacity, by serving on numerous Boards and committees.
- ❖ Developed new programs which resulted in the creation of several new positions within the company.

Sonoma County Farm Bureau – Executive Director - Santa Rosa, CA ▪ 1989 - 2001

- ❖ As a respected leader in the agricultural industry, I provided professional management representing more than 2,500 members, including administration of staff, strategic planning, Board development and policy implementation.
- ❖ Worked with local, regional and state officials, including frequently providing testimony, to educate them about the industry and build productive relationships with elected officials and their staff members.
- ❖ Spoke on a regular basis to the media, service groups, community groups and political bodies. Built relationships with other advocacy organizations.
- ❖ Made improvements to Board leadership, committee effectiveness, and communications to members. Substantially expanded marketing programs and grew staff by developing funding for new positions.

Santa Rosa Junior College – Adjunct Instructor - Santa Rosa, CA ▪ 1999 - present

- ❖ Teach Business Management classes including Economics, Business Management, Algebra, Leadership Development, and Work Ethics. Created the first on-line course for the Ag/Natural Resources Department. Wrote curriculum for the Career Development program.

Education

California Polytechnic State University - San Luis Obispo, CA

B.S. Ag Business Management/Minor in Marketing ■ 1979 - 1982

Santa Rosa Junior College - Santa Rosa, CA

Associate Degree Coursework ■ 1976 - 1979

Professional Development Courses ■ 1989 - 2010

Professional and Community Leadership

Sonoma County Workforce Investment Board – Appointed by the Board of Supervisors
Santa Rosa Metro Chamber of Commerce -Past Board Chair, Past Advocacy Chair
Redwood Credit Union - Chair of RCU Services Group Board and Board Member
United Way of Wine Country - Women United Steering Committee member
Santa Rosa Junior College Ag Trust Foundation – Board Member
Sonoma County Professional and Business Women – Board member
Sonoma County Farm Bureau – Board Member

Past Involvement

Sonoma County Local Task Force – Board Member, Appointed by the Board of Supervisors
Petaluma Chamber of Commerce – Board Member
Daly City Lions Club - Officer
Sonoma County Alliance – Past Board Officer and Executive Committee Member
Skyline College President’s Council – Council Member
Northern San Mateo Leadership Program - Graduate
California Women for Agriculture – State Board Member
Sonoma County Cradle to Career – Member

Cynthia Murray

PROFESSIONAL PROFILE

Chief Executive Officer, Change Agent and Thought Leader with extensive experience in a broad range of organizations -- private, public and nonprofit -- with responsibility for top level administration; strategy and goal setting; public policy development and implementation; communications (internal and external); advocacy, outreach and education; synthesizing and integrating information; and facilitating coalition and consensus building among diverse groups. Background includes:

- President and CEO of nonprofit
- Adjunct Professor
- On over 50 Boards and Commissions
- Management of small to large organizations
- Innovative leader
- Elected official for 15 years
- Political consulting and Campaign Management
- 20 years in sales and marketing positions
- Motivational speaker and writer

A results-oriented executive, with a proven record of leadership in many arenas, knowledgeable of how to motivate people, tackle challenges and create opportunities.

EXPERIENCE

NORTH BAY LEADERSHIP COUNCIL, Petaluma, California 2006 – to date
President and Chief Executive Officer

Responsible for reinventing and rebranding this employer-led public policy organization that seeks improvements to public policy especially concerning business issues such as education, transportation, economic competitiveness, workforce housing, etc. Do original research, recruit and retain members, develop and advocate for sound public policy, write monthly newsletter, speak on leadership and business issues, produce signature events: Leaders of the North Bay Awards and Economic Insight conference.

MARIN COUNTY BOARD OF SUPERVISORS, San Rafael, California 1999-2006
County Supervisor, 5th District

Served two terms on the Marin County Board of Supervisors (ran unopposed second term). Responsible for \$400 million dollar budget and 2200 employees, led the effort to create 2600 acres of wetlands at Hamilton and Bel Marin Keys, spearheaded the national effort to combat Sudden Oak Death, created the County's Green Business Program, which is the fastest growing one in the Bay Area, served as the Director of Emergency Services and Disaster Council, successfully led the campaign to pass the County's first transportation sales tax, introduced "Managing for

Results” to the County’s budget process, and received numerous awards and recognition for work with seniors the Latino community.

NOVATO CITY COUNCIL, Novato, California

1991 – 1998

Mayor and Council member

Responsible for managing City’s budget, direct reports and legislative functions. Led the first reuse of a military base in the United States to be transferred into private hands. Won national recognition for the Reuse Plan. Created the first Smokefree Ordinance in Marin County. Improved City’s economic vitality and sales tax leakage through bringing in new companies and jobs.

TEAM DELPHI, Santa Rosa, California

1995 – 1998

Political consultant

Duties included full range of campaign management responsibilities, including developing and executing campaign strategy, communications, literature, organizing precinct walking and phone banking, fund raising, event production, managing volunteers and coordinating with candidates and paid staff.

OTHER EXPERIENCE

SMART CAMPAIGN: 2008

Co-chaired the campaign to pass the sales tax needed to implement the SMART train between Larkspur and Cloverdale. Duties included fund raising, campaign organization, recruiting volunteers, strategy, public outreach, speaking engagements and debates, coordination between interest groups, and more. Campaign won after three previous attempts by others.

PUBLIC SPEAKING

Motivational speaker on public policy, politics, economic development, leadership, and change.

OTHER BOARDS AND COMMISSIONS (partial list)

Currently serving on:

Bay Area Council Economic Institute

REAL Coalition

California Preschool Business Advisory Council

MTC’s Policy Advisory Council – Vice Chair

Healthy Marin Partnership

Sonoma Health Action Council

Keep Marin Working

Sonoma County Business & Ag Consortium

Marin School to Careers Partnership

XR Marin Leadership Council

Petaluma Healthcare District’s CHIPA

Employers Housing Council

Marin Housing Crisis Action

CHRISTOPHER A. BORR, FACHE

EXECUTIVE HEALTHCARE STRATEGIC CONSULTANT ACUTE CARE / LONG TERM CARE / ACO MARKETS • GLOBAL BUSINESS DEVELOPMENT • RISK SHARE PROGRAMS EXECUTIVE ENGAGEMENT STRATEGY • EVENT & MEETING LEADERSHIP

Accomplished healthcare executive with proven capabilities to drive revenue and EBIT growth via new venture business development and new / existing product development & management; international experience in risk share program development & execution; track record of hospital executive engagement strategy success leveraging events (live & virtual) and communications. Demonstrated success in setting and achieving objectives requiring innovation, leading multi-disciplinary teams, and ability to influence internal and external stakeholders. *Key strengths include:*

- Market Strategy Development & Execution
- Value Based Health Care Expert
- Global Strategic Business Planning & Tactical Execution
- Regional, National & Global Pricing Strategies
- Complex Organization Development & Leadership
- Board Certified in Hospital & Healthcare Management
- Global KOL / Think Tank Leadership
- Risk Share Program Design, Development, Execution
- Product Lifecycle & Portfolio Management
- Hospital Management Best Practices
- Hospital Economic Drivers Expertise
- Organizational Change Management

PROFESSIONAL EXPERIENCE

Medtronic Corporation (Vascular Division – Santa Rosa, CA)

2013 – 2020

Senior Program Manager, Global Healthcare Executive Strategy (2014-2020)

Develops and leads engagement strategy targeting hospital and health system administrative customers. Sets annual & quarterly goals & ops plan and oversees budget & execution. Leads & collaborates with international teams. Inaugural lead for lean innovation New Venture global activities – identify, evaluate, recommend, and develop new revenue-generating offerings targeting administrative customers.

Selected Accomplishments:

- Led 10-month multi-disciplinary project team and consultant engagement to identify unmet administrative customer jobs and recommend 6 unique growth platforms representing \$435M in new revenue. Required global market research in challenging locations, ideation processes, business & operational plan development oversight. Project completed on time and under budget.
- Led development and execution of Medtronic Coronary & Renal Denervation's first global Risk Share programs from 2017 to 2020. Successfully piloted 5 Risk Share programs in 12 countries between 2018-2019, leading to increased revenue and retention among strategic customers.
- Created and launched Global Pulse administrative customer newsletter. Grew distribution list from scratch to over 2500 via collaborative efforts with region leaders and internal network within a 3-month period.
- Directed and led 17 global and regional Executive Summits, impacting 350+ international hospital leaders.
- Revised and published 2nd Edition of Administrative Customer Playbook. Revising online and live training assets to support FY17 training initiatives.

Principal Economic Manager, Coronary Global Product Marketing (2013-2014)

Develops and leads global customer engagement strategies targeting hospital and health system administrative customers. Identifies, qualifies, and develops economic advantages intrinsic to Medtronic Coronary products & offerings and executes global sales & messaging strategies to leverage these advantages. Responsible for global customer engagement events targeting hospital administrators.

Selected Accomplishments:

- Led global qualitative and quantitative research to profile hospital administrative customer roles. Leveraged research results to develop and lead global sales & marketing training, reaching over 500 employees in over 85 countries.
- Reduced global price declines 30% by identifying, quantifying, and leveraging economic advantages associated with MDT Coronary products. Partnered with product teams to create global strategies & messaging to leverage advantages.
- Responsible for 3 global Hospital Executive Summits engaging more than 50 executives and deepening relationships and business commitments.

Christopher A. Borr, FACHE

McKesson Corporation (San Francisco, CA)

2002 - 2012

Vice President, Health Systems Marketing (2007-2012)

Successfully led development and execution of US marketing and sales strategies for a Six-Sigma driven Fortune 14 company's pharmaceutical distribution services for the Acute Care and Long Term Care (LTC) markets. Directed department of 12 (2 Directors, 6 Senior Managers) and set goals and activities for 115-person field sales organization. Required strong strategic visioning, exceptional analytic abilities and effective leadership, communication and executive sales skills to develop and implement market and demand generation strategy, all phases of product development, and influenced KOLs and external industry thought leadership.

Selected Accomplishments:

- Grew health systems distribution business from \$9B to over \$20B by consistent execution of successful strategies driven by segmentation & targeting discipline, value proposition development, and sales organization development.
- Drove \$1B in direct new business via innovative Revenue Marketing approach, measuring demand generation efforts against new sales revenues, providing for tighter marketing spend control and ROI analysis.
- Created and executed new go-to-market strategy to expand target audiences to include C-suite members. Required extensive re-branding effort, value proposition development, sales education / training / readiness, strong organizational change management skills. Strategy has yielded consistent growth at 3x market rates.
- Responsible for development & launches of 3 new services, creating \$600M in new revenue. Success hinged on inter-disciplinary team leadership, product development & lifecycle management experience, sales integration.
- Led sales organization transformation to solutions-based selling and adoption of disciplined sales processes supported by sales automation platform (salesforce.com). Success dependent on strong change management and internal communications skill sets.
- Led unique health system pharmacy think tank influencing US and international hospital-based pharmacy practice. Positioned McKesson as a thought leader, driving high credibility for sales organization to capitalize on.
- Developed and deployed "Business of Pharmacy" integrated campaign, winning 2010 Corporate Executive Board Best B2B campaign and 2011 Best in Class – Pharmaceuticals award from Web Marketing Association.

Senior Director, Strategic Health Systems Marketing (2002-2007)

Responsible for development / management of strategic offerings to attract & retain Acute Care and Long Term Care (LTC) US distribution customers. Oversaw execution of marketing and sales programs by 82 account managers and led 2 direct reports. Directed expansion of strategic product portfolio, initial market positioning strategy, development and execution of go-to-market sales tools achieving #1 share position in the acute care market.

Selected Accomplishments:

- Developed & launched 2 new services, delivering \$200M in annual revenue. Products focused on acute care pharmacy operations and were enabled by sophisticated IT platform, increasing client efficiencies and clinical capacity.
- Developed, patented, and launched proprietary 340B program replenishment software, leading to 20% CAGR growth within existing 340B-eligible customer base and attracting \$250M in new business at higher EBIT return.

CAB Market Strategy & Solutions Consulting (Rohnert Park, CA)

2002

Principal & Owner

Healthcare consulting business focused on the design & execution of strategic marketing efforts for payers, providers, and pharmaceutical clients (BCBS plans, Providence Health System, Methodist Health System, Pfizer)

Selected Accomplishments:

- Strategic plan development for cardiac center expansion including: medical staff recruitment; referral base development; regulatory planning; launch, marketing, and communications planning.
- Physician targeting and call planning designed to bolster pharma client's sales force effectiveness.

Providence Health System (Seattle / Yakima, WA)

1998-2001

Assistant Hospital Administrator

Administrator responsibility, as part of 5-member executive leadership team, for financial performance of 2 hospitals and 7 clinic facilities, totaling \$600M in revenue with 1,400 employees and caring for over 500,000 lives. Developed and effected medical staff relations, all external & internal communications and marketing strategies and execution. P&L accountability spanning 6 costs centers, 42 FTEs, and \$2.5M in revenue/expense.

Selected Accomplishments:

- Increased cardiac service line volume by 24% via program enhancements and new offerings.
- Comprehensive communications strategy supporting closure of 25-year old obstetrics unit yielding no negative impact in medical staff relations, media coverage, and favorable gain in public opinion.

Christopher A. Borr, FACHE

- Crisis communication experience managing a contentious 18-month labor organizing effort. Required strong media and public relations (strategy and spokesperson roles), legal and NLRB considerations, negotiating skills.
- Grew market share within Providence's Central WA Service Area by over 10%, generating 12% additional revenue.

Age Wave Health Services (Emeryville, CA)

1996-1998

Director of Business Development

Led start-up business development and marketing functions for healthcare industry client companies. Directed 11 FTEs.

Selected Accomplishments:

- Developed / managed client product strategy, development and marketing engagements, generating \$10.5M in revenue.
- Designed and implemented integrated marketing and sales programs for initial Medicare Part C plan product launches. Budgets ranged from \$350,000 to \$4.1M, exceeded member acquisition targets by up to 20%.

Searle Pharmaceuticals

1992-1996

Key Positions and Accomplishments:

Manager, Strategic Business Development (Skokie, IL; 1994-1996): Evaluated business opportunities (licensing, acquisition, divestitures) relating to Neuro, Ortho, and other therapeutic areas. Initiatives included licensing & launch of Ambien, Daypro, evaluation of Hormone Replacement therapy patch, start-up investment in Age Wave Health Services.

Academic Medical Center Representative (San Francisco, CA; 1992-1994): Created pull-through demand for Cardio and GI product lines at Stanford, UCSF, California Pacific Medical Centers and State Dept of Corrections.

EDUCATION & TRAINING

Board Certified in Hospital and Healthcare Management – American College of Healthcare Executives
Attained Fellow credential (FACHE) since 2008

Secondary School Teaching Certificate – Biological/Physical Sciences • Memphis State University • 1981
Bachelor of Science in Biochemistry / Biophysics • UC Davis • 1980

ACHE Seminars and CE Sessions:

The Process & Technique of Negotiating; Healthcare Technology Trends; Lessons from 100 Accountable Care Readiness Assessments; Global Innovations in Acute-Care Quality, Safety, Efficiency; Integrated Delivery Systems Forming, Storming & Performing; Secrets of the Hospital Supply Chain; The Risk and Value of the Hospital Supply Chain; Tools for Financial and Clinical Leaders; CEO's Role in Maximizing Patient Safety & Avoiding Litigation; Optimizing Performance in the Clinical Supply Chain

CIVIC ENGAGEMENT

Fair and Inclusive Representation in Rohnert Park (FAIR-RP is an issues advocacy group) Founder (2020)

Rohnert Park Parks & Recreation Commissioner & three-times past Chair (2008-2020)

Sonoma County Democratic Party Endorsement Committee (2020)

Rohnert Park Democratic Club founding member (2019-Present)

North Bay Officials Organization Treasurer and High School & College Football Official (2003-2017)

Cotati-Rohnert Park Unified School District 7-11 Committee Chairman (2005-2006)

Cotati-Rohnert Park Unified School District Measure A Parcel Tax Co-Lead (2003-2004)

ASSOCIATIONS & AWARDS

Fellow, American College of Healthcare Executives (since 2008)
Member, American College of Healthcare Executives (since 2000)
Member, California Association of Healthcare Leaders (since 2000)

2013 B2B Marketing Executive of the Year
Wall Street Journal "Marketers that Matter" Award

Health System Pharmacy Resident (Honorary Title) – University of Wisconsin Hospital and Clinics • 2012
One of only three honorary titles bestowed by University of Wisconsin Pharmacy Resident Program history

2011 Web Marketing Association "Best in Class – Pharmaceuticals" campaign award

2010 Corporate Executive Board Global Thought Leadership Award for Best B2B campaign

Recognized as one of the Best Bosses in the USA in 2001 on www.meaningatwork.com

Issued 1 Patent as Inventor

Published Author of 6 Articles

Legacy of a Leader (AJHP 2012 Vol 69 pgs 83-55)

Reform in the USA (Hospital Management.net, 2010 <http://www.hospitalmanagement.net/features/feature91267/>)

2009 Hospital Pharmacy Performance Index (white paper lead author)

Effective Hospital Pharmacy Leadership (Drug Topics, 2008, May 12)

Road to High Performance (Pharmacy Practice News, July 2008 Vol 35-07)

High Performance Pharmacy (AJHP 2007 Vol 64 pgs 1699-1710)

Edward Sheffield

PROFESSIONAL SUMMARY

Legislative and policy representative with over 13 years' experience working for elected officials at the federal, state and local level seeking a position where I can apply my skills to promote positive relationships with governments and communities

WORK EXPERIENCE

2020–Present Sutter Health Bay Area Region
Government Affairs Manager, North Bay

- Sutter Health Government Affairs Representative for the counties of Marin, Sonoma and Lake
- Manage the North Bay operating unit for government relations initiatives
- Establish and maintain working relationships with federal, state and local elected officials, as well as other community groups
- Report on Sutter Health (local & affiliate) activities to government officials and other interests
- Assess Sutter Health policy objectives and provide lobbying and legislative analyses
- Enhance Sutter Health awareness and promotion of its reputation through participation in community endeavors
- Represent Sutter Health as liaison to member organizations

2018–2020 Sutter Health Bay Area Region
Government Affairs & Community Relations Coordinator

- Sutter Health Government Affairs Representative for the counties of Marin, Sonoma and Lake
- Establish and maintain working relationships with federal, state and local elected officials, as well as other community groups
- Report on Sutter Health (local & affiliate) activities to government officials and other interests
- Enhance Sutter Health awareness and promotion of its reputation through participation in community endeavors
- Represent Sutter Health as liaison to member organizations

2018–Present California State Assembly Santa Rosa, CA
Senior Field Representative, Assemblymember Jim Wood

- District Representative for Sonoma County
- Provide policy expertise, research, analyses and recommendations for Assemblymember Wood and staff
- Organize community meetings, public forums and events
- Develop and maintain relationships with constituents and constituency groups in order to enhance and strengthen policy areas
- Establish strong working relationships with elected officials and community leaders
- Represent Assemblymember Wood on boards and committees and speak on his behalf at meetings and events
- Participate in and facilitate meetings with public agencies, elected officials, and other constituency groups
- Provide casework assistance for constituents
- Maintain an awareness and involvement in district affairs and issues
- Moderating content for Social Media
- Campaign related activities

2010–2014 California State Senate
District Director, Senator Noreen Evans

Santa Rosa, CA

- Manage and oversee general operations for district offices and staff in the Counties of Sonoma, Marin, Napa, Solano, Lake, Mendocino and Humboldt
- Assist with the drafting of legislation
- Write speeches, remarks, press releases, letters and “statements on behalf of”
- Draft staff and committee reports, analyses and recommendations for Senator Evans
- Organize community meetings, public forums and events in the District
- Develop and maintain relationships with constituents and constituency groups
- Establish strong working relationships with elected officials and community leaders
- Represent Senator Evans on boards and committees and speak on her behalf at meetings, events and to the press
- Participate in and facilitate meetings with public agencies, elected officials, and other constituency groups
- Maintain an awareness and involvement in district affairs and issues

2008–2010 California State Assembly
Field Representative, Assemblymember Noreen Evans

Santa Rosa, CA

- District Representative for the Counties of Sonoma, Napa and Solano
- Provide policy expertise, research, analyses and recommendations for Assemblymember Evans and staff in the areas of: Healthcare, Seniors/Older Adults, Environment, Agriculture, Labor Unions, Education, Emergency Services, Economic Development, and Public Employees
- Develop and maintain relationships with constituents and constituency groups in order to enhance and strengthen policy areas
- Establish strong working relationships with elected officials and community leaders
- Represent Assemblymember Evans on boards and committees and speak on her behalf at meetings and events
- Participate in and facilitate meetings with public agencies, elected officials, and other constituency groups
- Provide casework assistance for constituents
- Maintain an awareness and involvement in district affairs and issues
- Campaign related activities

2005–2008 United States Congress
Field Representative, Congresswoman Lynn Woolsey

Santa Rosa, CA

- District Representative for the Counties of Sonoma and Marin
- Represent Congresswoman Woolsey in the policy areas of: Law Enforcement, Crime/Justice, Minority Organizations, Arts & Culture, Local Governments and Community Issues
- Provide casework assistance for constituents in the areas of: Internal Revenue Service, Small Business Administration, Federal Emergency Management Agency
- Establish strong working relationships with elected officials and community leaders
- Participate in and facilitate meetings with public agencies, elected officials, and other constituency groups
- Coordinator federal grants to assist agencies and individuals seeking funding sources, and assist applicants with grant proposals

EDUCATION

2008	<i>Sonoma State University</i> Masters of Public Administration, MPA	Cotati, CA
1996	<i>Western Washington University</i> Bachelor of Arts Degree, History/Social Studies	Bellingham, WA
1993	<i>Green River College</i> Associates of Arts Degree	Auburn, WA

OTHER PROFESSIONAL EXPERIENCE

2020–Present	Santa Rosa Metro Chamber Leadership Santa Rosa Program
2018–Present	Sonoma County Committee on School District Organization
2016–Present	Santa Rosa City School Board, Trustee
2019–Present	Sonoma County Nurse Family Partnership Advisory Board
2013–2018	Sonoma County Conservation Action, Board Member/Treasurer
2010–2018	Sonoma County Child Care Planning Council, Policy Advisor
2009–2018	Sonoma County Maternal, Child and Adolescent Health, Advisory Board Member
2012–2014	Sonoma County Democratic Central Committee, Ex-Officio Member
2009–2015	City of Santa Rosa “Measure O” Citizens Oversight Committee Member/Chair
2006–2010	City of Santa Rosa’s Gang/Violence Prevention Task Force Member
2007–2010	California Democratic Party, State Executive Board Member
2006–2010	Sonoma County Democratic Central Committee, Ex-Officio Member
2005–2008	Sonoma County Young Democrats, Campaign Director
2004–2005	AmeriCorps
2003–2004	Internship with State Assemblymember Patty Berg
2002–2003	Internship with City of Arcata Mayor Connie Stewart
2001–2003	Northcoast Children's Services, Board of Directors

TRAINING AND INSTRUCTION

- “*Masters in Governance*” Policy Training, California School Board Association
- Labor Law/Labor Relations, Sonoma State University
- Federal Agency Grants Development, U.S. Library of Congress
- Emergency Disaster and Crisis Management, FEMA
- Legislative Process/Congressional Office Operations, Congressional Research Service
- Press Democrat/New York Times Leadership Forum, Class of 2007
- Grant Development, AmeriCorps
- Classroom Instruction, Leadership and Team Building, AmeriCorps
- Mediation and Conflict Resolution, Humboldt State University

Elizabeth Ann Acosta, LCSW (LCS 17559)

PROFESSIONAL HIGHLIGHTS

Senior Program Coordinator (extra-help)

10/19-present

County of Marin, Elections Department

- Coordinate the Election Department's implementation of the Voter's Choice Act (VCA); locate/evaluate potential sites, create a staffing plan, recommend logistical/operational changes, design an outreach program, and develop a tentative budget
- Engage diverse agency and community partners to collaborate on a voter outreach and education campaign
- Conduct research, develop tools and materials, and make policy and procedure recommendations that facilitate successful implementation of VCA

Special Projects Director

9/17-7/19

County of Sonoma, Clerk-Recorder-Assessor/Registrar of Voters Office

- Conduct all aspects of researching, evaluating, selecting, contracting, and implementing a new voting system for Sonoma County, including conducting a public input survey, and organizing a voting systems demonstration and feedback session for community stakeholders (prior to selection)
- Conduct readiness assessment and facilitate necessary infrastructure improvements
- Write the Request for Proposal (RFP), manage the RFP selection process, negotiate contracts and prepare all documents required to secure Board of Supervisor approval

Chief Deputy Registrar of Voters

5/15-9/17

County of Sonoma, Clerk-Recorder-Assessor/Registrar of Voters Office

- Plan, direct, manage operations of the Registrar of Voters Office; develop and implement plans to comply with annual changes to state and federal law; direct technical operations and functions of the Division; respond to public records requests; complete state and federal surveys and grant reports
- Develop, direct, and evaluate strategies to implement global policies of (elected) Clerk-Recorder-Assessor including proposals for program and infrastructure improvements; engage staff in program improvement
- Chair a multi-agency advisory committee to develop outreach strategies to increase voter access among language minority populations, voters with disabilities, and youth
- Represent the Office before official bodies; possess excellent communication skills and conduct effective public speaking

Program Development Manager ("Elections Manager")

10/04-5/15

County of Sonoma, Clerk-Recorder-Assessor/Registrar of Voters Office

- Coordinate election activities to ensure successful election and compliance with statutory requirements
- Create written procedure, training manuals for staff, volunteers, and citizens; conduct training sessions
- Manage production and publication of printed voter election materials
- Lead redistricting team within division, and provide staff support to county's redistricting committee (2001)

- Develop and manage employee selection process; supervise and manage regular, seasonal extra-help staff
- Manage voter and media inquiries, and customer complaints; possess excellent communication skills and conduct effective public speaking

**Part-Time Lecturer, Master of Social Work Program
8/11-5/12**

California State University, Long Beach, School of Social Work

- Facilitate weekly seminar for graduate-level social work students; assist students in field placement integrate theory and practice
- Act as liaison to field supervisors; assist with evaluating and managing student performance goals
- Complete administrative tasks including evaluating students, reporting of grades

**Adjunct Professor, Master of Social Work Program
8/04-7/05**

San José State University College of Social Work

- Develop curriculum and provide instruction including theoretical frameworks, bio-psychosocial assessment methods, ethics, and best practices in trans-cultural social work practice from ecological, systems perspectives
- Complete administrative tasks including evaluating students, coordinating with faculty, reporting of grades

**Health Services Program Manager (Project Hope)
7/01-10/04**

County of Sonoma, Department of Health Services, Mental Health Division

- Develop, coordinate and evaluate creation of multi-disciplinary, multi-agency program serving seriously mentally ill homeless adults; develop policy recommendations based on program evaluation/outcomes
- Collaborate with community agency personnel, administrators, and consumers to develop programming that meets objectives; supervise program staff; supervise, evaluate program staff
- Conduct outreach to community members, potential consumers, and agency staff; develop strategies to increase consumer involvement

**Health Services Program Manager (Regional Programs)
4/03-9/04**

County of Sonoma, Department of Health Services, Mental Health Division

- Manage start-up and implementation of outpatient mental health program serving mentally ill adults in remote areas of Sonoma County (concurrent with management of Project Hope, above)
- Design and coordinate innovative strategies to implement “roving” service delivery model including: create referral process; engage referring agencies; comply with State/Federal quality assurance standards
- Supervise, evaluate program staff of varied professional backgrounds and expertise; create and execute professional development plans; provide clinical consultation

OTHER PROFESSIONAL EXPERIENCE

County of Santa Clara

Prevention Program Analyst II
11/00-7/01

9/98-6/00;

County of Santa Clara

Assistant Director
11/00

6/00-

County of Santa Clara

Psychiatric Social Worker II, Lead

2/96-9/98

County of Santa Clara

Psychiatric Social Worker I

5/94-2/96

Eastfield Ming-Quong Residential Treatment (Diagnostic)

Clinical Social Worker/Program Therapist

9/91-5/94

County of Santa Clara

School-based Clinical Social Worker

12/91-6/93

HIGHEST LEVEL OF EDUCATION

Master of Social Work (1991)

San José State University

PROFESSIONAL CREDENTIALS/AFFILIATIONS

Registered Elections Official (2015)

California Assn. of Clerks & Elections Officials, Professional Election Administrator Credential Program

Licensed Clinical Social Worker (1995)

State of California, Board of Behavioral Sciences

Application Form

Profile

Jeff

First Name

Okrepkie

Middle Initial

Last Name

Email Address

Home Address

Suite or Apt

Santa Rosa

City

CA

State

95403

Postal Code

What district do you live in? *

District 4

Mobile:

Primary Phone

Business:

Alternate Phone

Employer

Job Title

Occupation

Which Boards would you like to apply for?

None Selected

Interests & Experiences

Please tell us about yourself and why you want to serve. Por favor, háblenos de usted y por qué quiere servir.

Why are you interested in serving on a board or commission? ¿Por qué está interesado en servir en una junta o comisión?

Upload a Resume

Please Agree with the Following Statement/Por favor, esté de acuerdo con la siguiente declaración

You agree that the following information provided above is truthful/Usted acepta que la siguiente información proporcionada anteriormente es veraz

I Agree

Demographics

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts.

Gender

Male

Question applies to SONOMA COUNTY ADVISORY REDISTRICTING COMMISSION 2021/ COMISIÓN CONSULTIVA DE REDISTRIBUCIÓN DEL CONDADO DE SONOMA 2021

Ethnicity (optional) / Etnia (opcional)

Question applies to SONOMA COUNTY ADVISORY REDISTRICTING COMMISSION 2021/ COMISIÓN CONSULTIVA DE REDISTRIBUCIÓN DEL CONDADO DE SONOMA 2021

Occupation/Profesión

Insurance Sales

Question applies to SONOMA COUNTY ADVISORY REDISTRICTING COMMISSION 2021/ COMISIÓN CONSULTIVA DE REDISTRIBUCIÓN DEL CONDADO DE SONOMA 2021

Highest Level of Education. Select one of the following/ Nivel Más Alto de Educación. Seleccionar uno de los siguientes* *

College/University degree

Question applies to SONOMA COUNTY ADVISORY REDISTRICTING COMMISSION 2021/ COMISIÓN CONSULTIVA DE REDISTRIBUCIÓN DEL CONDADO DE SONOMA 2021

Primary Language/Idioma principal

English

ANA LUGO

OBJECTIVE

I have a deep commitment to my community and seek to demonstrate this both at a community wide and on an individual level through the utilization of my skills and expertise in communications, public affairs and community engagement. I have the expertise, skills, and experience to meaningfully engage marginalized community members, to move decision-makers, and to build power to create long lasting positive and equitable change.

EXPERTISE

- ◆ Equity Centered Design
- ◆ Community engagement strategy development and implementation
- ◆ Project and team development and management
- ◆ Public Speaking
- ◆ Cultural Responsiveness
- ◆ High-level web-based and field research and analysis
- ◆ Trained and experience in Trauma-Informed Practices
- ◆ Development of internal structures and systems
- ◆ Effective Communication skills both oral and written
- ◆ Community relations
- ◆ Communications strategy, development and implementation of messaging

EXPERIENCE

2019 – Equity First Consulting

Founder

Developed and Launched a Diversity, Equity and Belonging strategy firm in 2019 that has successfully evolved to conduct business globally today. Every aspect of the firm is carefully designed to ensure that it is not replicating systems of oppression. It serves as a platform for women of color and its accomplices to engage in this work. Equity First's major areas of focus are:

- ◆ **Strategic Planning & DEB Assessments**
 - Equity First Consulting designed and conducts an *equity-centered* Strategic Planning process, which centers the voices of those most impacted by the systems and decisions of organizations.
- ◆ **Training and Facilitation**
 - Equity First serves numerous global, statewide, regional, and local clients in training and facilitation through curriculum designed to address the root causes of racism and oppression, helping participants gain tools utilizing the lens of systemic oppression in order for them to understand their role and the role of institutions and systems.
- ◆ **Systems Design and Structure**
 - Equity First focuses on helping organizations assess their policies, systems, structures, and programs and supports them in embedding DEB and evolving current programs to be equity centered and purpose driven.
- ◆ **Community Engagement**
 - Equity First conducts equity-centered and culturally responsive community engagement. We are always connected to our purpose of removing barriers for communities rendered most vulnerable by systemic oppression to be able to share their voice and put forth their ideas, needs, concerns.
- ◆ **Executive Coaching**
 - Building transformative social justice leadership requires investment in capacity building of staff.

2018 – 2019 Community Action Partnership of Sonoma County

Director of Communications and Community Relations

◆ Communications

- Develop and implement agency wide Communications Plan for internal and external communications.
- Draft new policies and amendments to existing policies for communications to be presented to the Board.
- Develop staff led goals, strategies and tactics for communications.
- Manage communications platforms: website, social media, press releases, constant contact newsletters, online and direct appeals.
- Lead communications campaigns for programs and agency events.
- Collaborate with the Director of Community Engagement to ensure alignment in messaging and representation of the agency at community gatherings and conversations.
- Develop recommendations on messaging around community matters and policy to the board and leadership team.

◆ Strategy and Planning

- strategic, integrated marketing and communications plans and programs that align with the organization's strategic planning goals, and drive increased visibility.
- Analyze and review communications and development trends and statistical data.
- Work with the leadership to help shape direction of the organization and its ongoing strategic initiatives.

◆ Brand Marketing

- Oversee development and roll-out of brand that drives visibility and support to CAP Sonoma and can serve as a platform for programs.
- Develop, plan and implement targeted, integrated marketing programs that support CAP Sonoma's mission.
- Oversee all advertising, brand messaging and collateral development to ensure consistency and adherence to brand mandates for all departments.

◆ Media Relations

- Oversee implementation of strategic, targeted public relations programs that support the strategic plan and help the organization achieve its mission and goals.
- Serve as an effective and appropriate spokesperson and ambassador for CAP Sonoma; coach/support other designated spokespersons.
- Work with partners to ensure information is included in their communications' outlets were appropriate.
- Work in collaboration with leadership team to identify ways to generate significant media coverage in priority outlets.
- Monitor coverage, public sentiment, and reputation.

◆ Community Relations

- Act as liaison, key contacts, outside strategic partners and stakeholders to enhance partnerships. Maintain positive relationships with same.

- Support community outreach efforts in collaboration with the Director of Community Engagement to help build trust among partners and stakeholders.
 - Represent agency at key events and gatherings.
 - Attend Board of Supervisors and other key meetings to ensure the agency's interest are represented.
 - Participate in Agency's advocacy efforts and act as liaison.
 - Develop and foster quality relationships with elected officials, government staff, Community Organizations and stakeholders.
 - Develop and foster quality relationships with media outlets.
 - Develop and foster quality relationships with key program staff.
 - Participate in interagency collaborations and coalitions through leadership capacities.
- ◆ **Social Media and Digital Marketing**
 - Develop and oversee an integrated social media strategy and plan that supports the Agency's goals.
 - Maintain and enhance Agency's web site and social media sites, including content updates.
- ◆ **Resource Management, Results Tracking and Reporting.**
 - Manage relationships with agencies and individuals on retainer to ensure delivery of commitments in a timely fashion.
 - Develop and monitor analytics where available; track and communicate results to leadership.
 - Develop and maintain marketing budgets.
- ◆ **Team Development and Management**
 - Convene, manage and lead the Communications Advisory Committee.
 - Develop agreements and expectation with Committee's input.
 - Develop and participatory decisions making structure.
 - Manage interns and volunteers for Communications.

2016 – 2018

VOICES, On The Move Santa Rosa, CA

Director, Program Development: Develop, lead, and implement social equity-based leadership projects for marginalized populations.

- ◆ **Creative Program Leadership**
 - Develop and implement training and coaching for youth leaders and for VOICES staff, with a focus on interpersonal and communication skills.
 - Develop and maintain positive and collaborative relationships with community partners, leaders, funders, volunteers, and stakeholders; represented the organization in public events
 - Responsible for data collection and analysis, including leading evaluations, writing reports, managing databases, and conducting statistical analysis. Trained all staff on data collection and analysis.
 - Responsible for planning and managing community, employee, and client service events.
 - Ensured communication and information sharing across Napa and Sonoma county offices.

◆ **Responsible Management**

- Responsible for direct supervision of 8 staff across the Program Development and Social Media teams; onboard all new employees; develop and present program values and expectations; create accountability mechanisms for grant deliverables; assess employee performance; conduct trainings on client confidentiality requirements.
- Managed and oversaw daily operations of the youth-led, youth-run client resource center.

◆ **Client Services**

- Managed case workers, ensured appropriate referrals to Housing, Employment, Health and Wellness, and Education resources, and implemented client service quality controls with all case managers.
- Developed and implemented crisis management protocol.

September 2015 – December 2015 VOICES, On The Move Santa Rosa, CA
Administrative Coordinator:

2014 – 2018 Office of Nancy Dobbs Santa Rosa, CA
Administrative Assistant

2014 – 2015 Law Office of Jenni E. Klose Santa Rosa, CA
Administrative Assistant

December 2013 – June 2014 California Human Development Santa Rosa, CA
Bilingual Treatment Counselor

LEADERSHIP

May 2020 – Latinx Health Workgroup
Health Department, County of Sonoma
Member

October 2018– Scholarship Program
Hispanic Chamber of Commerce, Santa Rosa, CA
Vice-Chair, Advisory Committee

October 2017 – May 2019 Steering Committee Santa Rosa, CA
Sonoma County Rises (“SoCo Rises”)
Co-Chair, Steering Committee

August 2017 – January 2018 Leadership Council Santa Rosa, CA
North Bay Organizing Project
President

* UndocuFund: *Co-founder and steering committee member.*

October 2017 “Recovering from the Fires” Town Hall for Spanish Speakers
Lead Organizer

2014 – 2018 Integrated Voter Engagement Team (IVE) Santa Rosa, CA
North Bay Organizing Project

Leader

2016 – 2018 Sustainability Subcommittee
Sonoma County Coalition for Foster Youth **Santa Rosa, CA**

CERTIFICATIONS

2015 – 2017 International Trauma Center, **Santa Rosa, CA**
Trauma Informed Practices for Youth Workers, Psychological First Aid and TIC De-escalation,
and PTSM Coping Group

AWARDS & FELLOWSHIPS

Sept 2018 – June 2019, Tipping Point Community **San Francisco, CA**
Emerging Leaders Fellowship

2018, Santa Rosa Memorial Hospital Foundation **Santa Rosa, CA**
Next Gen Community Impact Award, Keegan Leadership Series

2018, Press Democrat **Santa Rosa, CA**
30 Inspiring Individuals Under 30 from Sonoma County

EDUCATION

Fall 2015 – Sonoma State University, Rohnert Park, CA
Bachelor of Arts Degree in Political Science (23/120 units from completion)
**MPA Program Coursework: Administrative Law and Labor Relations*

2008 – 2015 Santa Rosa Junior College, Santa Rosa, CA
Associate of Arts Degree in Psychology

ADDITIONAL QUALIFICATIONS

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- * *Advisory Committee – Roseland Schools (2017 -2018)*
 - * *Advisory Committee – UndocuFund (2017)*
 - * *First Generation Students –Team Lead, Conference (2015)*
 - * *Team Leader – IMPACT (2013 – 2015)*
 - * *Core Team – Bayer Farm Community Garden (2011 – 2013)*
 - * *Certificate - Leadership for a Sustainable Future Program (2010 – 2011)*
 - * *Upward Bound Precollege Program Alumni (2007)*
 - * *Tomorrow’s Leaders Today Alumni (2006)*

REFERENCES

Available upon request.

NAME:

STEPHEN J. HERZBERG

BAR AFFILIATIONS:

State of California (1970); Federal - Eastern (1970) and Northern Districts (1971) of California: and, State of Wisconsin (1975); Federal - Eastern District of Wisconsin (1975) and Seventh Circuit Court of Appeals (1982)

PROFESSIONAL ORGANIZATIONS:

State Bar of California, State Bar of Wisconsin, Association of Trial Lawyers of America, Trial Lawyers for Public Justice, Boge Doga

Writers Guild of America, west, Inc.
Directors Guild of America
Academy of Television Arts and Sciences
(Voting Member — Producer, Qualified Director & Writer)
Independent Feature Project, West

* * * * *

EDUCATION

Law School:

University of Southern California Law Center
Degree: J.D.
Date Awarded: June, 1969
Grade Average: 80.118
Class Standing: Top 16% (Day Students)

Activities:

Member: Southern California Law Review
First Place -- U.S.C. Moot Court Honors Competition (1968)
Semi-Finalist -- California State Moot Court Competition(1968) (Brief received highest score in statewide competition)

Teaching Assistant, Constitutional Law
Assistant to the Dean of the Law Center (Minority
Student Programs)

Additional
Legal Education:

National Institute for Trial Advocacy (Both Attorney
and Teacher Sessions), Boulder, Colorado (1976)

College:

University of California, Los Angeles
Degree: A.B., Political Science
Date Awarded: June, 1966

* * * * *

PRESENT EMPLOYMENT:

Litigation Consultant:

Since 1991, I have run an international litigation consulting practice. This practice incorporates the extensive research in presentation, persuasion, and small-group- decision-making that is listed below. On behalf of major Fortune 500 clients, I have designed and implemented business and litigation strategies. I have also worked with plaintiffs' lawyers on cases of significance. With an understanding of both substantive issues and persuasion strategies, I have worked to find the nexus between traditional social science research techniques and the courtroom reality. I have used my television writing and directing skills to make sure that clients present information in an interesting, persuasive and visual manner.

Volunteer EMT/Firefighter:

Bodega Bay Fire Protection District, EMT
President, Bodega Bay Firefighters Association
"Firefighter of the Year – 2017"

NREMT

Coastal Valleys EMS (Sonoma County, CA)

Vilas County, WI

Winchester Fire and Ambulance Service

Manitowish Waters Fire Company

Television and Movie:

President/CEO of PrairieFire Productions, Inc.
(Awards and Credits listed below)
Writer/Producer/Director of National Network and
Cable Television Productions

Academic:

Professor Emeritus
University of Wisconsin Law School
(Professor of Law 1972-2002)
Professor Emeritus (2002 to Present)

Academic Awards:

Richard S. Jacobson Award — for Excellence in the
Teaching of Trial Advocacy — The Roscoe Pound
Foundation, Washington, D. C, (1989);

“Teacher of the Year” (1973-4) —By vote of the students,
University of Wisconsin Law School;

William Best Hesseltine Award — State Historical
Society of Wisconsin — for best published historical
article of 1977 ("The Menominee Indians: From Treaty
to Termination");

John Peter Zenger Award for Innovative Education —
Fully Informed Jury Association, Dallas, Texas (1992).

Subjects Taught:

Classroom:

Trial Advocacy (A simulation course, modeled after the
National Institute for Trial Advocacy, in which the
students met and performed four hours per week)

Civil Procedure

Poverty Law Seminar

Constitutional Litigation Seminar: Freedom of Speech

Delivery of Legal Services to the Indigent

Professional Responsibility

Criminal Law

Criminal Procedure

C.L.E.O. Institute

American Indian Law

Clinical: Chairman Clinical Committee (Director of
Clinical Programs)

Founder and Director of the Legal Defense Project (1974-1984) (A clinical program in which students represent indigents charged with misdemeanors in Dane County, Wisconsin)

Founder and First Director of the Wisconsin Native American Law Center

Other Teaching:

Trial Advocacy: Fundamentals of Direct and Cross Examination, Lewis and Clark Northwestern School of Law, Portland, Oregon, Summer, 1990;

Workshop Leader, "The Ultimate Trial Advocacy Course", an intensive, one week, simulation course in which experienced trial lawyers were taught and critiqued by a team of trial attorneys and social scientists (during which I served as both a teaching attorney and social science consultant), Association of Trial Lawyers of America, Cambridge, Massachusetts, August, 1990;

Workshop Leader, Basic Trial Advocacy Course – National College of Advocacy, Association of Trial Lawyers of America, San Antonio, Texas, March, 1991; and,

Workshop Leader, "The Ultimate Trial Advocacy Course", Association of Trial Lawyers of America, San Francisco, California, August, 1991.

Publications:

Strickland, Herzberg, Owens, Keeping Our Word: Indian Treaty Rights and Public Responsibilities, a report written for the United States Senate Select Committee on Indian Affairs, and published in Papers of the Sovereignty Symposium , Supreme Court of Oklahoma, Oklahoma City (1990);

Penrod, Coates, Herzberg, Linz, Atkinson, & Heur, "The Implications of Social Science Research for Trial Practice Attorneys", in D.J. Muller, D.G. Blackman, & A.J. Chapman (Eds.), Perspectives in Psychology and Law. London: Wiley;

"The Menominee Indians: Termination to Restoration",
6 American Indian L. Rev. 143 (1978);

"Menominee Indians, From Treaty to Termination"
60 Wisconsin Magazine of History #4 (Summer 1977);
and,

"Turn 'em Loose" -- Toward a Flexible Corrections
System" 42 S. Cal. L. Rev. 682 (1970) [Written while I
was a student];

Papers and Presentations:

Invited Speaker, Litigation in a Post-Enron World,
Overcoming Anti-Corporate Bias in the Jury, Hosted by
Lathrop and Gage, Kansas City, Mo. (May 2007)

Invited Speaker, Inside the American Jury, Conference
Hosted by Herbert Smith LLC, London, England
(September 2005)

Invited Speaker, Managing Multi-national Litigation
Risk: The Power and Prowess of the American Jury,
Practical Law Institute, London, England (September
2005)

Invited Speaker, Different Strokes for Different Folks:
Use of the Media to Fulfill the Obligations of
Scholarship, Association of American Law Schools
National Convention, Washington, D.C. (January 2000)

Invited Speaker, Building the Bridge: Television and
Online Entertainment — Meeting the Creative and
Economic Challenges, Writers' Guild Foundation, Words
Into Pictures Conference, Santa Monica, CA, (May,
1997)

Invited Speaker, The Challenging World of Online:
Producing for the Dominant Force in 21st Century Media
World, University of Southern California Film School,
(January, 1996)

Speaker, After O.J.— A Response to the Attack on the
Jury, National Conference of the Fully Informed Jury
Association, Salt Lake City, Utah, (October 1995);

Plenary Session Speaker, Scholarly Production Under the Bright Lights: Television and Film as a Form of Legal Scholarship, Association of American Law Schools National Convention, New Orleans (January 1995)

Keynote Speaker, Turn on the TV, Turn on the Power — Using Television to Educate the Community About the Importance of Juries, National Conference of the Fully Informed Jury Association, Dallas, Texas (September 1992);

Speaker/Moderator, Inside the Jury Room: Jury Power and Jury Instructions – Should the Jury Be Told of the Power to Nullify?, Annual Judicial Conference of the Second Judicial Circuit of the United States, Rye Brook, New York, September, 1991;

Invited Speaker, Creating Themes and Telling Stories, The Ultimate Trial Advocacy Course, San Francisco, California, August, 1991;

Invited Speaker, Learning from Langer – Lessons from Philosophy in a New Key : All That’s Rational Is Not Spoken, Non-verbal Communications in the Courtroom, The Ultimate Trial Advocacy Course, San Francisco, California, August, 1991;

Invited Speaker, The Lawyer as Storyteller – Using Social Science to Develop Themes and Tell Tales, Annual Convention, Association of Trial Lawyers of America, Toronto, Canada, July, 1991;

Moderator/Panelist, Mediated Settlement Conferences, Annual Convention, Association of Trial Lawyers of America, Toronto, Canada, July, 1991;

Keynote Speaker, Listening to Juries – Lessons in Seeking Justice, Annual Convention, Northeast Region, American College of Trial Lawyers, Ogunquit, Maine, June, 1991;

Invited Speaker, New Paths Toward an Old Goal – Using Social Science During Jury Selection, National College of Advocacy, San Antonio, Texas, March, 1991;

Workshop Leader, Trying the Unpopular Case – Confronting Racism, Sexism, and All of the Other ‘isms,

National College of Advocacy, San Antonio, Texas,
March, 1991;

Insights from Inside the Jury Room, (Presentation by
Video-tape), National Convention American College of
Trial Lawyers, Kauai, Hawaii, March, 1991;

Enrichment Speaker, Social Science and the Trial
Lawyer, University of Oklahoma Law Center, Norman,
Oklahoma, February, 1991;

Keynote Speaker, The Conscience of the Community:
Preserving and Protecting the Jury's Power, First
Annual Conference of the Fully Informed Jury
Association, St. Louis, Missouri, November, 1990;

Invited Speaker, Dispelling Myths and Folklore in Trial
Advocacy, The Ultimate Trial Advocacy Course,
Association of Trial Lawyers of America, Cambridge,
Massachusetts, August, 1990;

Invited Speaker, Justice and Juries: Lessons from Inside
the Jury Room, Annual Convention, Association of Trial
Lawyers of America, San Diego, California, July, 1990;

Invited Speaker, Inside the Jury Room: Psychological
Perspectives and Implications for the Civil and Criminal
Justice Systems, Annual Judicial Conference of the
Seventh Federal Judicial Circuit, and Fortieth Annual
Meeting of the Seventh Circuit Bar Association,
Milwaukee, Wisconsin, May, 1990;

Looking Good From Behind: Finding a New Direction in
Teaching Trial Advocacy, Cleveland State University,
Cleveland-Marshall College of Law, April, 1990;

Inside the Jury Room, Cleveland State University,
Cleveland-Marshall College of Law, April, 1990;

Appealing to the Jury's Innate Sense of Justice, Annual
Convention of the Southern Trial Lawyers Association,
New Orleans, Louisiana, February, 1990;

Invited Speaker: Insights on Jury Deliberations,
Vanderbilt University School of Law, Nashville,
Tennessee, January, 1990;

Teaching Trial Advocacy: A Workshop for the Faculty of the National College of Advocacy, Winter Convention of the Association of Trial Lawyers of America, Orlando, Florida, January, 1990;

Forget the Folklore – A New Path Toward Teaching Trial Advocacy, Distinguished Speaker Program, Computer Sciences Department, University of Wisconsin, Madison, Wisconsin, October, 1989;

Invited Speaker/Faculty Member: Ethical Representation of Professional Athletes, Institute for Sports Representation, University of Wisconsin/Sports Seminars, August, 1989;

Invited Speaker: Television in the Courtroom, Graduate Studies Colloquium Committee and The Department of Communications, Northern Illinois University, April, 1988;

Invited Speaker: The Dynamics of Jury Deliberations -- Styles of Influence During Deliberations, Northern Illinois University, Law School, April, 1988;

Keynote Speaker: A Response to Criticisms of The Nicaraguan Criminal Justice System -- People in Glass Houses Should Not Throw Stones, 16th Anniversary Celebration, Community Action on Latin America, Madison, Wisconsin, March, 1988;

Keynote Speaker: Inside the Jury Room, the Annual Meeting of the Minnesota Chapter of the American Board of Trial Advocates, Minneapolis, Minnesota, February, 1988;

Invited Speaker: Jury Power and the Inconsistent Verdict in a Criminal Case, Central New York Psychiatric Center, Marcy New York, December, 1987;

Moderator: A Juror Discusses the Bernard Goetz Trial, Institute for Legal Studies Symposium, Madison, Wisconsin, November, 1987;

Invited Speaker: Insights on a Jury Deliberation, American Society of Trial Consultants, Minneapolis, October, 1987;

Invited Speaker: Inside the Jury Room, Litigation Section, American Bar Association Convention, Chicago, Illinois, October, 1987;

Invited Speaker: Senior Symposium: Focus on the Jury, Syracuse University College of Law, April, 1987;

Invited Speaker: The Jury in Criminal Trials, City University of New York Law School at Queens College, April, 1987;

Invited Speaker: Inside the Jury Room, the Implications for Social Science Research, and, Inside the Jury Room, Insights on Small Group Decision Making, Faculty and Graduate Students, Deviance, Law and Social Control Graduate Program, University of Wisconsin School of Sociology, April, 1987;

Invited Speaker: The Jury -- The Conscience of the Community, Wisconsin Academy of Trial Lawyers/Wisconsin Association of Criminal Defense Lawyers, Annual Meeting, Milwaukee, Wisconsin, December, 1986;

Invited Speaker: The Nicaraguan Criminal Justice System, Teach-In on Nicaragua, University of Wisconsin, Madison, October, 1986;

Invited Panelist: The National Conference on the Nicaraguan Constitutional Process, New York University Law School, April, 1986;

Invited Speaker: Inside the Jury Room: the Implications for Public Interest Lawyers, Trial Lawyers for Public Justice, New York, July, 1986;

Invited Speaker: Inside the Jury Room: Insights into the Jury System, The Warren Conference, Roscoe Pound - American Trial Lawyers Foundation, Boston, June, 1986;

Invited Speaker: Jury Nullification and Inside the Jury Room: The Implications for Social Science Research. Law and Society Association, Chicago, May, 1986;

Penrod, Linz, Coates & Herzberg, The Implications of Social Science Research for Trial Practice Attorneys.

International Conference on Psychology and the Law, Swansea, Wales, July, 1982;

Penrod, Coates, Herzberg, Linz, Heur, & Atkinson, Using Social Science to Improve Criminal Trial Advocacy. 20th International Congress of Applied Psychology, Edinburgh, Scotland, July, 1982;

Penrod, Coates, Herzberg, Linz, Heur, & Atkinson, Attorney Inferences About Jurors' Trial Perceptions: Fact or Fantasy? 20th International Congress of Applied Psychology, Edinburgh, Scotland, July, 1982;

Invited Speaker: Using Social Science in the Courtroom. Law and Society Association, Toronto, June, 1982;

Invited Speaker: Social Psychology in the Courtroom. Midwest Psychological Association, Minneapolis, May, 1982;

Penrod, Coates, Herzberg, Linz, Heur, & Atkinson, The Use of Experts in the Courtroom: Attorney Judgments of Expert Witness Credibility. Academy of Criminal Justice Sciences, March, 1982;

Penrod, Coates, Herzberg, Linz, Heur, & Atkinson, First Impressions in the Courtroom: Juror Impressions of Prosecuting and Defense Attorneys in Voir Dire and Opening Statements. Academy of Criminal Justice Sciences, March, 1982;

Invited Speaker: The Use of Social Psychology in the Courtroom, Continuing Legal Education of Wisconsin, February, 1982;

Invited Speaker: Social Psychology and the Defense of Criminal Cases. Office of the Wisconsin Public Defender, May, 1982;

Invited Speaker: The Use of Social Psychology in the Courtroom. Litigation Section, State Bar of Wisconsin, State Bar Convention, April, 1982; and,

Invited Speaker: Clinical Education Case Selection: the "Big" v. the "Small" Case. Convention of the American Association of Law Schools, Clinical Section, January, 1983.

Travel for Research:

Central America: Costa Rica, Nicaragua, El Salvador, and Honduras -- to study land reform, land title programs, and the protection of human rights -- February, 1985; and,

St. Lucia: To study and contribute to the new land registration program (with the Land Tenure Center, University of Wisconsin) May, 1987.

Previous Legal Employment:

Directing Attorney: California Rural Legal Assistance, Madera, California (1/71-7/72)
Staff Attorney (5/70-12/70);

Staff Attorney: National Consumer Law Center, Boston College Law School (9/69-5/70); and,
Lecturer: Boston College Law School, Consumer Law Seminar (9/69-5/70)

While teaching, I had a small private practice most of which was done on a pro bono basis. I specialized in asserting and protecting "human rights", "free speech", and "civil rights" claims. In addition, I represented individuals charged with crimes in both the federal and state court systems.

TELEVISION PRODUCTION:

Co-Writer, *The Accident*, a made-for-television movie, written for Showtime/Viacom, (1999);

Executive Producer/Creator/Director/Writer: *Juvenile Justice*, a syndicated reality series distributed by Genesis Entertainment, (65 Episodes Delivered/On Air January 1995);

Supervising Producer/Creator: *Inside the Jury Room*, a pilot produced for ABC Productions, January, 1992;

Co-Producer, *Trial and Error*, a special produced by Adam Productions for Fox Broadcasting Company, which was broadcast in May, 1992;

Technical Advisor/Script Editor: *A Killer Among Us*, a made for TV movie produced for NBC by Dave Bell Associates, Hollywood, California, and broadcast in November, 1990;

Producer/Writer: *Inside the Jury Room*, a documentary for PBS' Frontline series in which, for the first time, cameras recorded and presented the deliberations of a jury in a real criminal trial. The jury may be the last place in which the ordinary citizen can have an impact on governmental decisionmaking; the documentary explores the tensions inherent in this "check and balance" on the power of the other branches of our government. This film received a **Blue Ribbon** at the American Film and Video Festival, in New York, in June, 1987;

Field Producer: Moyers: *The Secret Government ...The Constitution in Crisis*, a 90 minute essay/special for PBS in which Bill Moyers presented the threat secrecy poses to our constitutional form of government. (November, 1987). This program was awarded an **Emmy** in 1988;

Producer/Director/Reporter: *The Trial of Filimon Amaro, Jr.*, the first gavel to gavel broadcast of a trial in Wisconsin for WMVS/WMVT TV (PBS Milwaukee). Received **CPB Award**;

Producer/Director/Reporter: *The Trial of Filimon Amaro, Jr.: A Retrospective*, a twohour documentary in which all of the participants, including the jurors, were interviewed;

Producer/Director/Reporter: *In re: the matter of Christ Seraphim*, the first gavel to gavel broadcast of a Wisconsin judicial disciplinary proceeding (PBS Milwaukee);

Producer/Director/Reporter: *The Shuter:Herzberg Edition*, a magazine format program that appeared on the Milwaukee PBS station during the 1979 season; and,

Occasional sports reporting for the Milwaukee PBS station.

OTHER EMPLOYMENT:

Unit Leader, Auxiliary Communications Service,
Department of Emergency Services, Sonoma County,
CA. (From Inception to 2016)

Owner/Mechanic: Dewayne Duck Restoration and
Racing, Mt. Horeb, Wisconsin;

Pit Crew Member, Ferguson Racing (1980 Indianapolis
500 and Ontario 500);

Pit Crew Member, U.S.A. Gold Racing Team (1983 Long
Beach Grand Prix and Elkhart Lake);

Pit Crew Member K&K Motorcycle Racing Team (1983);

Mechanic, Denny's Import Auto, Madison, Wisconsin
(Summer 1979); and,

Licensed Fishing Guide, State of Wisconsin --
specializing in walleye and musky fishing.