

## EXECUTIVE COMMITTEE



ACTION ITEM #1.2

June 15, 2011

**SUBJECT:** Appointment of Private and Public Sector Members to the Workforce Investment Board

**RECOMMENDATION:** That the Workforce Investment Board (WIB) Executive Committee approves the appointments of: Julie Adams; Cherilyn Hales; Maria Juarez; Paul S. Marchand; Vincent McCoy; Jerri Randrup; Darryl Rawlings; Brian C. Unitt; and, Richard Villasenor.

**BACKGROUND:**

**Julie Adams, Private Sector, Area Manager, Kenneth Cole New York**, comes from a retail background and witnessed how the economic downturn and high unemployment affected neighborhoods and communities by analyzing how consumer goods were transported throughout the Pacific area. She believes the retail business must make changes in their marketing strategies by optimizing their opportunities to leverage traffic methods; allowing their products to reach consumers and help retail become a more recession proof industry. Julie is passionate about community service and will bring her positive attitude and proven problem solving skills to the WIB.

**Cherilyn Hales, Public Sector, Employment Development Department, (EDD)** is currently the Cluster Manger for the Workforce Service in Riverside County managing five EDD offices and approximately 75 EDD staff. Through her 20 years of service with EDD Cheri has acquired comprehensive knowledge of the one-stop systems, workforce programs, working with budgets, running workforce facilities, creating program reports, analyzing performance measures, personnel actions and staff development.

**Maria Juarez, Community Based Organization (CBO) Community Action Partnership (CAP)**, was approved to replace Ms. Lois Carson as the new CAP Director by the Riverside County Board of Supervisors. She has been the Deputy Director for CAP since 1998 and has a long history of advocacy work. Her duties as Deputy Director included overseeing daily fiscal operation and supervising all program managers and the administrative management staff. Prior to her work at CAP, Ms. Juarez was: the Assistant to the Director of the Kern County Office on Aging from 1990 to 1998; the Program Manager in the Community Services Department of San Bernardino from 1978 to 1998; and, served as the Executive Director of the Kern Child Abuse Prevention Council.

**Paul S. Marchand, Esq. Private Sector, a Lawyer** since 1989, has been a resident of Coachella Valley for over a decade. He served two terms on the Cathedral City, City Council and has been a consistent advocate for an inclusive community that values all of its residents without prejudice. Paul has served the public by sitting on a number of councils, committees and boards that advanced improvements within Coachella Valley. By serving on the Workforce Investment Board Paul hopes to bring a sense of the economic challenges small business owners are facing and his ability to work with stakeholders of every description.

**Vincent McCoy, Public Sector Mandatory Partner, Executive Director of the Inland Empire Small Business Development Center**, is an experienced small business expert. Currently supervises a staff of fourteen professionals who work with business owners to assist them with: securing financing; developing and executing marketing and business plan strategies; job creation; and improving their business operations. Vincent's work gives him perspective on program development, compliance, federal and state regulations and other business issues.

**Jerri Randrup, Private Sector, Vice President, Communications and Marketing for Physicians for Healthy Hospitals, Inc.** Ms. Randrup is a senior communications and marketing professional and throughout her 25 year career lead teams to achieve strategic goals and targeted results. She describes herself as a “connector” who has paired individual and organizational needs with opportunities throughout her career. Healthcare is a growing field with increasing demand for a skilled workforce in current positions and anticipated new fields. By becoming involved with the Workforce Investment Board, Ms. Randrup hopes to lend her experience towards the development of a dynamic workforce that is prepared to meet the current and future demands of this growing industry.

**Darryl Rawlings, Private Sector, President of East West System Solutions,** is an Information Technology company which created a nonprofit corporation to provide unemployed low skilled individuals with basic computer and internet skills to increase their knowledge levels and employability. By becoming a Workforce Investment member, Darryl hopes to communicate to other business entities the need for them to become involved in Workforce programs. His passion is to help challenged jobseekers reach their goals and help his community towards economic growth.

**Brian C. Unitt, Private Sector, Lawyer, Firm of Holstein, Taylor and Unitt.** Brian specializes in appellate practice and serves as an arbitrator and mediator for the Riverside courts. Brian has served Riverside in many community involvements and leadership roles. Brian has a long history of performing Pro Bono work and wants to serve on the Workforce Investment Board because he feels the most significant strategic challenge Riverside faces is educating its workforce. This will attract and retain businesses and employers who will provide Riverside’s workforce with the ability to earn a respectful living wage. Brian hopes that his long association with leaders of organized labor in Riverside and San Bernardino counties will allow him to contribute insights to the Board.

**Richard Villasenor, Community Based Organization (CBO), TELACU Weatherization,** a CBO providing energy conservation services and products to low-income families. Richard has worked in the construction industry for over 30 years and his current job requires him to negotiate contracts with utilities, make recommendations that will improve the program and meet with legislators in Sacramento to support or oppose legislation related to his industry. Richard wants to give back to his community by becoming a Workforce Investment Board member and advocating for better education and training for employees in the weatherization industry.

<p>EXECUTIVE COMMITTEE</p> <p>Date: June 15, 2011 Approval: Yes/No</p>	<p>BOARD OF SUPERVISORS CONCURRENCE</p> <p>Required: Yes/No</p>
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