AGENDIZED ITEMS – The public is entitled to address the Committee on items appearing on the agenda before or during the Committee consideration of that item. Each speaker will be limited to approximately three minutes.

1. ROLL CALL

2. PUBLIC COMMENT PERIOD

3. REPORTS
   c. Interview – applicants for the Concord/Pleasant Hill Health Care District Grant Committee for two positions with terms ending June 30, 2023. Report by Joelle Fockler, City Clerk.

4. ADJOURNMENT
ADA NOTICE AND HEARING IMPAIRED PROVISIONS
In accordance with the Americans with Disabilities Act and California Law, it is the policy of the City of Concord to offer its public programs, services and meetings in a manner that is readily accessible to everyone, including those with disabilities. If you are disabled and require a copy of a public hearing notice, or an agenda and/or agenda packet in an appropriate alternative format; or if you require other accommodation, please contact the ADA Coordinator at (925) 671-3031, at least five days in advance of the hearing. Advance notification within this guideline will enable the City to make reasonable arrangements to ensure accessibility.

Distribution: City Council
Valerie Barone, City Manager
Susanne Brown, City Attorney
Kathleen Trepa, Assistant City Manager
Joelle Fockler, City Clerk
Interview applicants for three positions on the Concord Community Services Commission with terms ending June 30, 2023

Report in Brief
The Recreation, Cultural Affairs, and Community Services Committee will hold interviews for three positions on the Concord Community Services Commission with terms ending June 30, 2023.

Recommended Action
Hold interviews for the Concord Community Services Commission and make a recommendation to the City Council for appointment.

Background
In accordance with Police and Procedure No. 89 an announcement was made on March 26, 2019, to fill three positions on the Community Services Commission. Applications were due on Friday, April 26, 2019, at 5 p.m. The terms of Ciel Gierke, Lance Goree, and David Miller expire on June 30, 2019. The Community Services Commission is seeking three members to serve four-year terms ending June 30, 2023.

The Community Services Commission may consist of up to seven (7) members serving four year terms. Members are required to identify housing, neighborhood and social needs within the community and review funding requests, advise the City Council on the allocation of General Fund monies for human services and the expenditure of Federal
Committee Staff Report  
Agenda Item No. 3.a  
June 17, 2019

Community Development Block Grant monies for programs and projects, and monitor the performance of funded programs. All members must be residents of Concord or of Concord’s sphere of influence who hold no other municipal office in the City of Concord and shall be representative of the general public and the religious, racial, age, sex, disabled, and ethnic groups in the City of Concord.

Applications were received from 12 individuals. The Committee met on May 22, 2019, to review the applications and establish a list of applicants to interview. In addition to incumbents Ciel Gierke and David Miller, the Committee selected Patricia Guinto, Colleen Isenberg, Alicia Park, and Alex Silver to be considered for the positions. The incumbents will not be interviewed.

Appointments are tentatively scheduled for the June 25, 2019, regular City Council Meeting.

Public Contact
The Agenda was posted.

Attachments
1. Community Services Commission Applicant Summary
2. CMC Excerpt for Community Services Commission
3. Community Services Commission Applications
### 2019 Community Services Commission Applicants for Interviews

<table>
<thead>
<tr>
<th>Name</th>
<th>Employer</th>
<th>Occupation</th>
</tr>
</thead>
<tbody>
<tr>
<td>*Ciel Gierke</td>
<td>Contra Costa ACTION Team</td>
<td>Mental Health Services</td>
</tr>
<tr>
<td>Patricia Guinto</td>
<td>Alzheimer's Association</td>
<td>Public Relations and Marketing</td>
</tr>
<tr>
<td>Colleen Isenberg</td>
<td>Contra Costa County</td>
<td>Government Representative</td>
</tr>
<tr>
<td>*David Miller</td>
<td>Retired</td>
<td>Attorney (Labor and Employment)</td>
</tr>
<tr>
<td>Alicia Parker</td>
<td>Bright Mountain Therapy/Self-Employed</td>
<td>Licensed Mental Health Practionner</td>
</tr>
<tr>
<td>Alex Silva</td>
<td>Wells Fargo</td>
<td>Business Systems Consultant</td>
</tr>
</tbody>
</table>

*Incumbents - Not Interviewing
2.20.150 Established; membership; compensation of members.

There is hereby created a Community Services Commission, which shall consist of not more than seven members to be appointed by the City Council. Members of the Commission shall be residents of the city or the city’s sphere of influence who hold no other municipal office in the city. The members shall be representative of the general public and the religious, racial, age, sex, disabled, and ethnic groups in the city. The basis and amount of compensation which may be paid to the members of the Commission shall be set by resolution of the City Council.

(Code 1965, § 2434; Code 2002, § 2-351. Ord. No. 87-35; Ord. No. 91-2; Ord. No. 92-19; Ord. No. 05-7; Ord. No. 15-3, § 3)

2.20.160 Purpose and intent.

The city seeks to develop a viable urban community in the city, including providing decent housing and a suitable living environment with expanded economic opportunities for its residents. To carry out this objective, the city maintains programs to fund housing efforts, neighborhood public improvements, and community services. There is a need to establish a visible and officially responsible commission within the city to:

(1) Assess need in the community for assistance to these programs;

(2) Advise the City Council on the allocation of resources to programs addressing identified needs; and

(3) Evaluate and monitor the performance of such programs.


2.20.170 Terms of members; absence from meetings.

Members shall serve at the pleasure of the City Council for staggered terms of four years. The City Council reserves the right to make appointments for an adjusted term period to maintain a staggered term structure. Any member who absents himself from three meetings of the Community Services Commission within a fiscal year without being excused will be deemed to have resigned from his appointment, and the City Council may appoint a new member to serve in place of the resigned member.
2.20.180 Rules of procedure; designation of committees and task forces.
The Community Services Commission shall adopt rules of procedure on the conduct of its business and may designate, by resolution, committees and task forces. Such resolutions shall not be effective until approved by the City Council.

2.20.190 Vacancies.
All vacancies occurring on the Commission shall be filled according to the method of their original selection, and the new members shall serve at the pleasure of the Council for the unexpired term of their respective predecessors.

2.20.200 Powers and responsibilities.
The Commission shall have the responsibility of carrying out the following functions:

(1) Evaluate the needs of the community for housing, neighborhood improvement, and community services;

(2) Analyze alternative ways to meet identified needs in light of the available resources and other possibilities for coordination and cooperation with private funding sources and other public agencies;

(3) Recommend an annual budget to the City Council for the expenditure of general fund monies for human services and the expenditure of federal community development block grant monies for a variety of projects;

(4) Evaluate and monitor the performance of human service funded agencies and community development block grant projects; and

(5) Such other functions that the City Council may from time to time designate.
Profile

Ciel
First Name

Gierke
Last Name

Email Address

HOME ADDRESS

Street Address

Suite or Apt

City

State

14 years
Number of years at above address:

16 years
Number of years in Concord:

25 years
Number of years in the county:

Primary Phone

Alternate Phone

Contra Costa ACTiON Team
Employer

Registered Nurse
Job Title

Mental Health Services
Occupation

1 1/2 years
Number of years at employer:

2280 Diamond Blvd, Suite 500
Employer Address

Which Boards would you like to apply for?

Community Services Commission: Submitted

Question applies to multiple boards
If you are applying for more than one board, commission or committee please list your selections in priority order below. This will help the interviewing Council Committee know your preference when interviewing.
Would you be available for evening meetings?

- Yes  - No 

Would you like to be contacted about future Board, Committee, or Commission recruitments?

- Yes  - No 

**Interests and Experience**

Please state your reason for applying, including qualifications for this position:

I have an interest in serving my community and I think I have much to offer.

Describe prior service on a board, commission, or any other community service or public body, indicate agency and explain what significant contributions you made:

Considering your experience and activities in business, labor, professional, social, or other organizations, indicate the experience, technical training, and/or skills which qualify you for an appointment on each desired board or commission:

I have taken the community course offered by the City. I am also involved in Toastmasters and the Chamber of Commerce. I have been on the Board of Trustees of my church. I have leadership training and skills as a professional, in my church and in social groups to which I belong.

**Education and Training**

High School

Graduated
College
I have PhD

Technical/Vocational Training

Certification or Other
I have many

Upload a Resume

TERMS OF ACCEPTANCE and SIGNATURE

Question applies to multiple boards

I, applicant for a City of Concord Board, Commission or Committee, warrant the truthfulness of the information provided in this application. I certify under penalty of perjury that I am a resident of the City of Concord and meet the eligibility requirements.

Please Agree with the Following Statement

I understand that checking this box constitutes a legal signature confirming that I acknowledge and agree to the above Terms and Acceptance.

☐ I Agree *

Ciel gierke
## Profile

**Patricia Guinto**

**Email Address**

### HOME ADDRESS

**Street Address**

**Suite or Apt**

**City**

**State**

**Postal Code**

2

Number of years at above address:

2

Number of years in Concord:

5 [cumulative]

Number of years in the county:

### Primary Phone

**Alzheimer's Association**

**Employer**

10

Number of years at employer:

**225 N. Michigan Ave., Chicago IL**

**Employer Address**

### Alternate Phone

**Director, Field Marketing and Communications**

**Job Title**

**Public Relations and Marketing**

**Occupation**

---

### Which Boards would you like to apply for?

- Commission on Aging: Submitted
- Parks, Recreation and Open Space Commission: Submitted
- Community Services Commission: Submitted

**Question applies to multiple boards**

If you are applying for more than one board, commission or committee please list your selections in priority order below. This will help the interviewing Council Committee know your preference when interviewing.

Community Services Commission Parks, Recreation and Open Spaces Commission Commission on Aging
Would you be available for evening meetings?

- Yes  - No

The City of Concord Municipal Code, Chapter 2.20, Article III, Section 2.20.090 requires that at least 51 percent of the membership of the Commission on Aging shall be over the age of 60 years. Are you over the age of 60 years?

- Yes  - No

Would you like to be contacted about future Board, Committee, or Commission recruitments?

- Yes  - No

**Interests and Experience**

Please state your reason for applying, including qualifications for this position:

I am a 15-year resident of the Bay Area and relatively new [first time] home owner and resident of Concord. I have a strong desire to contribute to my community and have done so as a volunteer for several organizations locally, including Big Brothers Big Sisters, VITAS Hospice, Alameda Food Bank, White Pony Express and the Federal Correctional Institution in Dublin, CA. Additionally, I have been employed by both the American Cancer Society and Alzheimer's Association in the Bay Area - and as such am well-versed in issues affecting the health and well-being of our communities [under-served populations in particular]. I believe I have a valuable perspective to offer having been 1.) both a renter and a home owner in Contra Costa county 2.) both a commuter and currently a work-from-home employee and 3.) a frequent user of community amenities including parks and public spaces, local businesses and organization.

Describe prior service on a board, commission, or any other community service or public body, indicate agency and explain what significant contributions you made:

N/A
Considering your experience and activities in business, labor, professional, social, or other organizations, indicate the experience, technical training, and/or skills which qualify you for an appointment on each desired board or commission:

As a marketing communications professional with 15 years of experience working for large non-profit organizations that have gone through change management processes, I have experience problem solving and decision making within complex and changing organizational structures that have competing internal priorities. Additionally, my experience in managing staff and volunteers requires me to provide strategic guidance and focus where big-picture context may be lacking. I am well-practiced at holding myself and colleagues accountable to strategic objectives and maintaining line of sight to those objectives throughout the management of each project. In addition, I am comfortable communicating success and illustrating clearly how my work and the work of my team impacts those strategic objectives. In my volunteer roles, I have grown to become passionate and informed about the needs of under served micro-communities in the Bay Area, including low-income seniors and families, recently incarcerated individuals, individuals struggling with addictions and mental illness and immigrant populations. Personally / socially, I am a frequent user of open space and parks - especially hiking and tennis facilities at and near Willow Pass Park. I am a female head of household where we share one car, which requires my family and I to use public transportation or walk frequently as well - so I am growing in my awareness of services and needs in this area as well. Lastly, as a community-conscious citizen, I am looking for ways to become more involved in the City of Concord and Contra Costa County. I hope to be an informed and active citizen of our city and county and would love to contribute my perspective and professional skills as and where needed.

Education and Training

High School

Duarte High School, Duarte, Calif. - Diploma

College

Azusa Pacific University - B.A., Communications and Political Science University of Southern California - M.A. Strategic Public Relations

Technical/Vocational Training

Certification or Other
TERMS OF ACCEPTANCE and SIGNATURE

Question applies to multiple boards

I, applicant for a City of Concord Board, Commission or Committee, warrant the truthfulness of the information provided in this application. I certify under penalty of perjury that I am a resident of the City of Concord and meet the eligibility requirements.

Please Agree with the Following Statement

I understand that checking this box constitutes a legal signature confirming that I acknowledge and agree to the above Terms and Acceptance.

☐ I Agree *

Patricia Guinto
Electronic Signature - Please type your First and Last Name
PATRICIA M. GUINTO

Creative storyteller with experience implementing strategic, integrated awareness initiatives at the local and nationwide levels. Collaborative and thoughtful leader attuned to the importance of accomplishing strategic objectives and cultivating key internal and external relationships.

CORE COMPETENCIES

- Writing and content
- Strategic communications planning
- Cross functional project management
- PR + media relations
- Internal + external partnership development
- Board / volunteer management

WORK EXPERIENCE

Alzheimer’s Association
The leading global voluntary health agency for Alzheimer’s disease research, care, support, advocacy and awareness.

Director, Field Marketing and Communications, February, 2018 – Current
Responsible for building momentum and accelerating progress among field-level Marketing Communications staff across 70+ chapters nationwide. Identifies key gap areas and opportunities to increase efficiency and impact, then leads development of campaigns, programs and resources to address these gaps and opportunities. Current projects include:
  - Advise organizational leadership on structural and operational changes to optimize existing resources across newly merged chapters
  - Develop, manage and communicate new systems changes to field marketing communications staff
  - Lead and manage an advisory group of 16 field staff who offer key insights into nationwide strategies and drive an internal culture shift elevating Marketing Communications across the organization.
  - Surface innovative ideas in the field and scale for nationwide utilization
  - Problem solve day-to-day challenges at the field level, offering strategic direction, historical context and focus as appropriate

Director, Women’s Initiative / Marketing Strategic Initiatives, January, 2015 – February, 2018
Lead strategic planning and tactical implementation of integrated nationwide marketing campaigns, including the organization’s Women’s Initiative, Alzheimer’s & Brain Awareness Month and Chapter network engagement. Highlights include:
  - Developed and managed a new nationwide initiative focused on raising awareness of the impact of Alzheimer’s disease on women.
  - More than doubled number of Women’s Initiative registrants through a celebrity soft launch and social media campaign that capitalized on the success and interest around the movie Still Alice.
  - Managed major gifts projects that lead to programmatic success and relationship cultivation with donors.
  - Piloted advocacy events targeting state-level policy makers, resulting in new and strengthened key legislative relationships.
  - Established new direction and priorities for signature event Alzheimer’s and Brain Awareness Month, creating a foundation of strategic alignment, brand focus and project management efficiency.

Director, Communications, March 2009 - January, 2015 [Northern California / Northern Nevada Chapter]
Lead chapter communications strategy across service lines. Responsible for Marketing Communications strategic planning and tactical execution across seven media markets, internal communications for field offices, content development for multiple channels, liaising with home office staff, local department heads and board-level volunteers; served on the leadership team and managed two full time staff. Highlights:
  - Measurably increased aided awareness of the Alzheimer’s Association in Northern California and Northern Nevada by +28% in eighteen months.
  - Initiated the Chapter’s social media strategy, growing our audience to one of the largest in the organization.
  - Led effort to create, launch and maintain an employee intranet; successfully got 100% of staff to join the network and provided content that led to exponential growth in engagement.

Page 13 of 35
ADDITIONAL CAREER HIGHLIGHTS

- Tapped to serve on multiple work groups responsible for nationwide change management in key areas, including Marketing Communications, staff onboarding, internal communications and volunteer recruitment and growth.
- Created and managed the first ever board member-led volunteer communications committee at the Northern California and Northern Nevada Chapter.
- Recruited to speak at and lead trainings for communications peers at annual nationwide staff meetings.

EARLY CAREER

American Cancer Society: Bay Area Region, Manager, Media Relations, August 2006 - February 2009
Managed proactive and reactive media relations campaigns for regional offices in the nine-county Bay Area. Wrote speeches, talking points, monthly media reports and monthly newsletter content. Served as marketing communications department liaison with statewide Relay For Life. Conducted spokesperson and marketing volunteer trainings and maintained and cultivated an experts guide.

24 Hour Fitness, Public Relations Coordinator, April 2005 - August 2006
Managed day-to-day media relations needs for 350+ health clubs nationwide. Wrote executive bios, content for staff and membership newsletter, advertorials and club communications. Crafted internal and external communications for company CEO. Acted as company spokesperson and supported crisis communication. Created and maintained organization-wide fitness experts guide to streamline the response time to reporters.

City of Hope Cancer Center, Assistant Media Relations Specialist, June 2004 - April 2005
Supported media interviews with physicians and other clinical experts. Conducted strategic research on City of Hope programs, industry trends and media outlets. Streamlined the reporting process; composed weekly and quarterly media reports for various internal audiences.

EDUCATION

University of Southern California
Master of Arts, Strategic Public Relations, May 2004

Azusa Pacific University
Bachelor of Arts, double major, Political Science and Communications [Journalism emphasis], May 2002

VOLUNTEER WORK

White Pony Express, Volunteer, September, 2018 – current
Prep food rescue intake for shipment to various community organizations for distribution to food insecure individuals and families; support in-community free clothing boutique

Dublin Federal Correctional Institute, Volunteer, November, 2016 – current
Prepare incarcerated women for reentry via group trainings and one-on-one outreach

Vitas Hospice, Volunteer Visitor, August, 2013 – May 2017
Visit patients on hospice to offer support during end of life experience; offer respite to family members

Big Brothers, Big Sisters of the Bay Area, Big Sister, December, 2006 – June, 2014
Mentored Little Sister from 10 years of age through her graduation from high school
Recipient, 2013 Inspiration Award
Profile

Colleen Isenberg

Email Address

HOME ADDRESS

3
Number of years at above address:

3
Number of years in Concord:

7
Number of years in the county:

Primary Phone

Alternate Phone

Contra Costa County
Employer

Field Representative
Job Title

Government Representative
Occupation

2 years
Number of years at employer:

2151 Salvio Street, Concord, CA 94520
Employer Address

Which Boards would you like to apply for?

Community Services Commission: Submitted
Concord Pleasant Hill Health Care District Grant Committee: Submitted

Question applies to multiple boards

If you are applying for more than one board, commission or committee please list your selections in priority order below. This will help the interviewing Council Committee know your preference when interviewing.

I would prefer the Community Services Commission, but I am interested in both.
Question applies to multiple boards
Would you be available for evening meetings?

☐ Yes  ☐ No

Would you like to be contacted about future Board, Committee, or Commission recruitments?

☐ Yes  ☐ No

Interests and Experience

Question applies to multiple boards
Please state your reason for applying, including qualifications for this position:

I would like to use my expertise working at various levels of government to improve the city where I live, work, and play. I want to support the city council to help our community to continue to responsibly grow, maintain our city’s diversity, and create more good paying jobs close to home. In January of 2016, my husband and I bought our first house in Concord. We chose to buy our home here because we wanted a diverse community, with bountiful amenities, good restaurants, plenty of parks, rich community events, farmers markets, useful stores, easy access to BART and the freeway, and had the house we could afford. We chose to make Concord our permanent home, where we could settle as a young family. In addition to living in Concord, I also work in Todos Santos Plaza. I spend a majority of my time in Concord and the surrounding area. I have an invested interest in seeing this community thrive. I have spent seven years working for elected officials on the federal, state, and county levels across Contra Costa County. I have worked on a wide range of issues including health, housing and homelessness, fire services and reentry systems. As a young woman who lives and works in Concord, I would like to contribute to the future of the city and support this city council with my expertise.
Describe prior service on a board, commission, or any other community service or public body, indicate agency and explain what significant contributions you made:

While I have not served on a board or commission, I have worked as a public servant for the last seven years. I was an intern with Contra Costa County and the California State Assembly. I have been employed by the California State Senate, the U.S. House of Representatives, and now Contra Costa County. In my roles, I have served various elected officials as an adviser and represented the interests of the communities I have worked in and for. I believe serving on a local Commission is a natural next step as look to give back to my community. In my capacity as field and district representatives for several elected officials in Contra Costa County, I have made significant contributions in helping the elected officials develop and maintain an established presence in their region. I informed them of local projects and how they may get involved, and connected constituents to government agencies for assistance. From September 2013 to March 2017, I worked for Congressman Jerry McNerney as his Field Representative for East Contra Costa County. When I started in his office, East County was a new part of his district and he did not have established community relationships or a strong presence. During my tenure, I established and maintained important relationships with city officials, veterans, farmers, service organizations, Chambers of Commerce, and other core parts of the community. By the time I left the office, the Congressman was receiving proactive invitations to events and was included in local decision-making. I used the relationships I had built to give the congressman a view of the ‘big picture’ and advised him on what long term goals for the area should and could be. I kept the Congressman apprised of just about everything going on in the communities of Brentwood, Antioch, Oakley, Byron, and Discovery Bay. I organized and executed several events to connect constituents with federal agencies and the services that they provide. I also organized the annual “Holiday Cards for the Troops” Program, where our office would accept cards and letters from the district to be sent to troops to uplift their spirits during the holiday season. Additionally, I ran our tax form and booklet program. Over the last few years, the IRS instituted a policy to save paper and limited the number of tax instruction booklets and forms they would print. However, our district had many senior citizens who, for various reasons, were unable to use a computer to do their taxes. I worked with the IRS to make sure our office had a supply of the forms, as well as instructions that our constituents would need. I would listen to the needs of the East County community and helped them receive federal assistance. Starting in March 2017, I began working for Contra Costa County Supervisor Karen Mitchoff. The main reasons I made the move to the County was so that I could work in the community where I live. To serve the residents where you experience daily life is a unique privilege. The primary difference is that you experience many of the same challenges (and opportunities) as other constituents. My current outreach role is now exclusively focused on the communities of Concord, Walnut Creek, Pleasant Hill, and Clayton. My current responsibilities include working on the county’s reentry process, housing and its health services, as well as mental health and the Fire District. One of my priorities has been to raise general awareness about county services. I advise and provide the supervisor with background information on a number of recent issues, including Stand Together Contra Costa, new businesses coming to our community, homelessness and affordable housing. In this advisory capacity, I believe I can contribute to the City of Concord by examining the facts and making informed recommendations to the council.
Considering your experience and activities in business, labor, professional, social, or other organizations, indicate the experience, technical training, and/or skills which qualify you for an appointment on each desired board or commission:

I think the following makes me a unique asset to the Community Service Commission:

1. I have worked on housing challenges on the federal, state and county level government. I have assisted individuals with saving their homes from foreclosure, navigating the section 8 housing process and landlord tenant resources. I have seen the changes in our community and understand the need to provide housing for everyone of all income levels and the challenge that presents.

2. I understand the complexity of affordable housing projects. Most affordable housing projects take 5 to 7 years to build and require multiple partners to accomplish the work. In Contra Costa County on average it cost about $600,000 to provide one unit of affordable housing. However projects are necessary to ensure every level of income has a place to live.

3. I have experience working with our community nonprofits. Having worked across the county, Concord has number of nonprofit resources that provide everything from a food pantry, after school tutoring, a shuttle service and senior legal resources. These nonprofits are a great asset and I have worked to developed relationships with many of them.

Concord/Pleasant Hill Health Care District Grant Committee

Skills/Training:

1. I work directly with our County Health Services on daily basis. Health isn't just going to doctor. Health Care encompasses housing, mental health, environmental health, etc.

2. One of the most prominent issues I work is homelessness. I work directly with the H3 (Health Housing and Homelessness Division within health services). Housing insecurity can affect individuals health drastically. I work to address many issues ranging from helping individuals get connected to mental health services and the food bank to clean up our creeks due to the encampments.

3. Due to the nature of my day job I work closely with our local care plans (John Muir and Kaiser), East Bay Leadership Health Care Task Force and the County's mental health services. These relationship would be beneficial in background understanding of various organizations as they apply for grants. In summary, my relationships within Concord, my problem-solving skills, my understanding of the roles and levels of government and my dedication to my community, have prepared me to play an active role in my community and advise this council to the best of my ability.

Thank you for your consideration and I look forward to continuing to serve the Concord community.

---

**Education and Training**

**High School**

St. Lucy's Priory High School - Glendora, CA - received High School Diploma in May of 2003

**College**

University of California, Irvine Graduated June 2007 • Bachelor of Arts in Political Science, Minor in Religious Studies • Certificate in Middle East Studies, UC Rome Program, UCDC Internship Program

**Technical/Vocational Training**
TERMS OF ACCEPTANCE and SIGNATURE

Question applies to multiple boards

I, applicant for a City of Concord Board, Commission or Committee, warrant the truthfulness of the information provided in this application. I certify under penalty of perjury that I am a resident of the City of Concord and meet the eligibility requirements.

Please Agree with the Following Statement

I understand that checking this box constitutes a legal signature confirming that I acknowledge and agree to the above Terms and Acceptance.

☐ I Agree *

Colleen A. Isenberg
EXPERIENCE

Field Representative
CONTRA COSTA COUNTY SUPERVISOR KAREN MITCHOFF
Concord, CA
03/17 - Present
- Attend community events on behalf of the supervisor
- Address constituent concerns regarding county issues including roads, homelessness, land use issues, illegal dumping, housing, fire prevention and public safety
- Resolve constituent communication problems with county departments
- Develop relationships with local, state and federal officials, veterans, local business owners, chambers of commerce and nonprofits
- Staffed the Contra Costa Centre Municipal Advisory Council (MAC) which provides recommendations to the supervisor regarding business, land use and road issues around the Contra Costa Centre/ Pleasant Hill Bart Station

Field Representative
CONGRESSMAN JERRY MCMENERY
Antioch, CA
09/13 – 03/17
- Planned and executed district events including business expos, issue forums, roundtable discussions and community townhalls
- Helped to solve constituent communication problems with the U.S. Citizenship and Immigration Services.
- Coordinated outreach and organized the Annual Holiday Cards for Our Troops Program and the Congressional Art Competition
- Raised community awareness about the services the district office provides
- Networked to connect with individuals and raise the congressman’s profile locally

Intern
SUPERVISOR KAREN MITCHOFF
Concord, CA
03/13 - 08/13
- Responded to constituents about their county concerns, including gas station fees, wild vegetation growth and land use issues
- Researched food truck ordinances and trash company contracts for background information in contract negotiations and potential ordinance changes

District Representative
SENATOR MARK DESAULNIER
Walnut Creek, CA
06/12 - 11/12
- Responded to letters related to housing, transportation and local business
- Advocated on behalf of constituents with mortgage lenders by assisting with communications in the loan modification process and preventing foreclosures
- Communicated regulations set by business licensing and consumer protection agencies to small businesses

EDUCATION
University of California, Irvine
9/03 - 06/07
- Bachelor of Arts in Political Science, Minor in Religious Studies
Profile

David Miller

First Name

Last Name

Email Address

HOME ADDRESS

Street Address

Suite or Apt

City

State

Postal Code

40+ years

Number of years at above address:

same

Number of years in Concord:

same

Number of years in the county:

Retired

Employer

See above

Number of years at employer:

Primary Phone

Alternate Phone

Attorney (Labor and Employment)

Job Title

Occupation

Which Boards would you like to apply for?

Community Services Commission: Submitted

Question applies to multiple boards

If you are applying for more than one board, commission or committee please list your selections in priority order below. This will help the interviewing Council Committee know your preference when interviewing.
Would you be available for evening meetings?

- Yes  - No

Would you like to be contacted about future Board, Committee, or Commission recruitments?

- Yes  - No

Interests and Experience

Please state your reason for applying, including qualifications for this position:

I have the experience and inclination to serve my community that are both required and desireable for these positions. I chose this area at the suggestion of a then seferving member of the City Council.

Describe prior service on a board, commission, or any other community service or public body, indicate agency and explain what significant contributions you made:

Considering your experience and activities in business, labor, professional, social, or other organizations, indicate the experience, technical training, and/or skills which qualify you for an appointment on each desired board or commission:

40+ years in public and private practice dealing with labor-management relations, collective bargaining, management of personnel, leadership of a law firm, litigation in State and Federal Courts locally and nationally, supervision and training of workers and colleagues, and a much longer list of experience and attributes than either the pace avaialble or my inclination permits.

Education and Training

High School

Thomas Jefferson HS, Brooklyn, NY
College

Cornell University; The City College of New York B.A. in American Studies, 1965

Technical/Vocational Training

Certification or Other

 TERMS OF ACCEPTANCE and SIGNATURE

Question applies to multiple boards

I, applicant for a City of Concord Board, Commission or Committee, warrant the truthfulness of the information provided in this application. I certify under penalty of perjury that I am a resident of the City of Concord and meet the eligibility requirements.

Please Agree with the Following Statement

I understand that checking this box constitutes a legal signature confirming that I acknowledge and agree to the above Terms and Acceptance.

☐ I Agree *

David Miller

Electronic Signature - Please type your First and Last Name
Profile

Alicia Parker

HOME ADDRESS

Street Address

Suite or Apt

City

State

Postal Code

1.5
Number of years at above address:

1.5
Number of years in Concord:

1.5
Number of years in the county:

Primary Phone

Alternate Phone

Bright Mountain Therapy/Self-Employed

Psychotherapist

Licensed Mental Health Practitioner

Employer

Job Title

Occupation

2
Number of years at employer:

2870 Minert Road, Concord, CA 94518

Employer Address

Which Boards would you like to apply for?

Parks, Recreation and Open Space Commission: Submitted
Community Services Commission: Submitted

Question applies to multiple boards

If you are applying for more than one board, commission or committee please list your selections in priority order below. This will help the interviewing Council Committee know your preference when interviewing.

Would you be available for evening meetings?

- Yes  
- No

Would you like to be contacted about future Board, Committee, or Commission recruitments?

- Yes  
- No

**Interests and Experience**

Please state your reason for applying, including qualifications for this position:

1. Community Services- I am a licensed marriage and family therapist living and working in Concord in private practice. I currently work with adults, children and families. Previously, I worked in community mental health and social services for over 10 years in Oakland, Berkeley and San Francisco, California. Additionally, I have worked as a housing director in Oakland. 2. Parks and Rec- I am lifelong supporter of parks, open space and public natural areas. I believe that they are gems for the city and county and I want to do everything I can to support these areas. 3. My fiancee and I have a house in Concord, where he grew up and we are here to stay. I would love to be more involved in the community and contribute my skills and interests for the greater good.

Describe prior service on a board, commission, or any other community service or public body, indicate agency and explain what significant contributions you made:

I previously served on the Alameda County Independent Living Association commission/workteam. The goals were to introduce a new model of certified independent living homes for people living with disabilities in Alameda County. Additionally, I have many years of community service experience, working with DrawBridge, a non-profit that serves homeless children. I also have led community clean-up projects and tree planting projects, working with many environmental organizations including Save the Bay, Friends of Trees, Sierra Club and S.O.L.V.

Considering your experience and activities in business, labor, professional, social, or other organizations, indicate the experience, technical training, and/or skills which qualify you for an appointment on each desired board or commission:

1. Community Services- I have over 12 years experience working in social services, community mental health and community vocational training. I have a masters degree in Counseling Psychology. I am a licensed psychotherapist and I work with children and families in the Contra Costa area. Previously, I have led job training, skills workshops and I currently run therapeutic groups such as Grief and Loss, Art Therapy and Trauma informed therapy for Post-Traumatic Stress Disorder. 2. Parks and Rec- I lead a project called Soul Hikes, which is a hiking group that incorporates mindfulness and discussion. I am a lifelong environmentalist and I have over 20 years of experience in gardening, plant and animal care. I have worked with children and youth through community services since 2009.
Education and Training

High School

McNary High School, Keizer, Oregon Diploma

College

Portland State University, Portland, Oregon B.A. California Institute for Integral Studies, San Francisco, California M.A

Technical/Vocational Training

Certification or Other

Certified Hearing Voice group facilitator Certified Integrated Dual Diagnosis Treatment practitioner

Upload a Resume

TERMS OF ACCEPTANCE and SIGNATURE

Question applies to multiple boards

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Please Agree with the Following Statement

I understand that checking this box constitutes a legal signature confirming that I acknowledge and agree to the above Terms and Acceptance.

☐ I Agree *

Alicia Parker

Electronic Signature - Please type your First and Last Name
Alicia A. Parker, M.A. LMFT
Lic. #100068  NPI #1750669628

Focused Therapy

Trained in Motivational Interviewing, CBT, DBT, and Solution Focused Therapy
Integrated Dual Disorder (IDDT) mental health and substance abuse clinician
Adult Needs and Strengths Assessment (ANSA) Certified
Certified Hearing Voices and Special Messages Group Facilitator

Masters of Art (M.A)- Counseling Psychology and Expressive Art Therapy 2012
California Institute of Integral Studies, San Francisco, CA

Education

Bachelors of Art (B.A.)- Art History 2004
Portland State University, Portland, Oregon

Clinical Experience

**Bright Mountain Therapy**
**December 2018- Present**

**Psychotherapist In Private Practice**
- Provides individual psychotherapy to adults with mood and thought disorders as well as co-occurring mental health and addiction.
- Specializing in anxiety disorders, post traumatic stress disorders, bipolar disorder and major depression
- Utilizes evidenced based interventions such as cognitive-behavioral and dialectical-behavioral and solution focused therapeutic approaches as primary modalities. Utilize experiential and expressive art therapies when appropriate with trauma-informed approach
- Ongoing assessment of SI/HI risk and crises interventions when needed

**Bonita House, Inc.**
**November 2014-December 2018**

**Program Manager/Clinical Lead**
**Aug 2017-Dec 2018**

**In-Home Outreach Team**
- Clinical lead for the In-Home Outreach Team/IHOT program providing critical outreach and community linkage to the highest needs clients in Alameda County.
- Provided direct therapeutic services to participants with the acute clinical needs and their families.
- Provided crisis support, clinical interventions and development of safety and clinical protocols and
procedures for staff

- Conducted and coordinated weekly employee supervision, performance coaching, clinical oversight and conducted annual performance reviews

**Interim Admissions Manager**

January 2016-July 2016

- Supervised 6 clinicians and multiple relief staff in clinical residential treatment setting providing 24/7 on-call clinical consultation
- Coordination, collaboration and partnering with county mental health services (hospitals, crises residential programs, Level 1 service teams) to streamline referral and admission process of new residents
- Phone and in-person psycho-social assessments of potential new residents

**Clinician/AMFT**

January 2014- August 2017

- Provided weekly individual and family counseling sessions using a multi-disciplined approach with clients dealing with severe and persistent mental illness. (Schizoaffective Disorder, Bipolar Disorder, Psychosis, Major Depressive Disorder)
- Planned and co-facilitated integrated dual diagnoses process oriented counseling groups for day treatment program including; IDDT, Relapse Prevention, Communication skills, Anger Management, Art Therapy and Nature Therapy
- Formulated treatment plans, weekly progress notes and discharge summaries in compliance with regulatory standards
- Facilitated on and off site groups in order to build concrete life skills, encourage teamwork and model healthy social relationships.

**Horticulture Therapist/Relief Counselor**

November 2012-December 2013

- Used Eco-psychology concepts to facilitates nature-based therapeutic experiences
- Facilitate weekly groups with the aim to connect the embodied experience of gardening, walking and outdoor activities with the metaphor of healthful living and healing.
- Worked autonomously and proactively with creation and implementation of new and innovative treatment curriculum.

**East Bay Agency for Children/Circle of Care**

August 2011-August 2012

Oakland, CA

MFT Trainee

- Grief and Loss Counseling and Support for children, adolescents and families
• Held caseload of 5-10 children and adults seeking bereavement-counseling services.
• Provided individual school based counseling to high needs children two days per week at Acorn Woodland Elementary School.

Community Solutions for Clackamas County
Oregon City, OR
Job Coach
April 2006- December 2008

• Managed caseload of 50 clients, utilized case planning, effective prioritization of services and coordination with multiple case management teams
• Development & implementation of weekly employment and vocational rehabilitation workshops
• Facilitation and Supervision of adult groups of 10-30 clients at on and off-site work experience projects.
• Instructed workshops around professional goals, effective communication, & building positive interpersonal relationships

• **Workshop Presenter**, “Using Expressive Art Therapy with Youth,” AmeriCorps, San Francisco, CA 2019
• **Workshop Presenter**, “Using Art Therapy with Psychotic Disorders”, CASRA Spring Conference, Concord, CA 2017
• **Therapeutic Art Group Facilitator**, Drawbridge Homeless Children’s Program, San Francisco, CA 2010-2012
Alex Silva

Email Address

**HOME ADDRESS**

Street Address

Suite or Apt

City

State

Postal Code

1.5

Number of years at above address:

1.5

Number of years in Concord:

22

Number of years in the county:

Wells Fargo

Business Systems Consultant

Business Systems Consultant

Employer

Job Title

Occupation

Primary Phone

Alternate Phone

2

Number of years at employer:

1755 Grant Street, Concord CA

Employer Address

Which Boards would you like to apply for?

Commission on Aging: Submitted

Parks, Recreation and Open Space Commission: Submitted

Community Services Commission: Submitted

Concord Pleasant Hill Health Care District Grant Committee: Submitted
If you are applying for more than one board, commission or committee please list your selections in priority order below. This will help the interviewing Council Committee know your preference when interviewing.

1. COMMUNITY SERVICES COMMISSION
2. PARKS, RECREATION AND OPEN SPACE COMMISSION
3. COMMISSION ON AGING
4. CONCORD PLEASANT HILL HEALTH CARE DISTRICT GRANT COMMITTEE

Would you be available for evening meetings?

☐ Yes  ☐ No

The City of Concord Municipal Code, Chapter 2.20, Article III, Section 2.20.090 requires that at least 51 percent of the membership of the Commission on Aging shall be over the age of 60 years. Are you over the age of 60 years?

☐ Yes  ☐ No

Would you like to be contacted about future Board, Committee, or Commission recruitments?

☐ Yes  ☐ No

**Interests and Experience**

Please state your reason for applying, including qualifications for this position:

I'm applying to these Commissions because I want to make Concord a better place to live and to work. I feel that my years of experience, coupled with my perspectives as a young, immigrant, Concord-based professional, can be a boon to the city. Moreover, I want to give back to the community at large. While I pay my taxes like everyone else, I feel like I can be doing so much more, in bringing the best that I can be in service to the people and city of Concord.

Describe prior service on a board, commission, or any other community service or public body, indicate agency and explain what significant contributions you made:

I served in 2011 as the student representative to the Contra Costa Community College District's District Governance Council, as well as the Chairperson of the same council. The council consisted of all major constituencies within the county's community college system: students, faculty, classified staff, and administrators. The council as a whole reported to the elected Board of Trustees, and recommended several issues related to the governance of the district. As chairperson, I oversaw the agenda of meetings and the meetings themselves, as well as represented student interests and issues.
Considering your experience and activities in business, labor, professional, social, or other organizations, indicate the experience, technical training, and/or skills which qualify you for an appointment on each desired board or commission:

From 2014-2015, I managed and oversaw several political campaigns, coordinating communications, community relations, and fundraising efforts for various committees and candidates. For the past two years I have worked at Wells Fargo in a position that helped provide key strategic leadership across several initiatives.

---

**Education and Training**

**High School**

College Park High School, 2010

**College**

BA in Political Science University of California, Berkeley 2013  
BS in Computer Science Oregon State University 2017

**Technical/Vocational Training**

---

**Certification or Other**

---

**TERMS OF ACCEPTANCE and SIGNATURE**

I, applicant for a City of Concord Board, Commission or Committee, warrant the truthfulness of the information provided in this application. I certify under penalty of perjury that I am a resident of the City of Concord and meet the eligibility requirements.
Please Agree with the Following Statement

I understand that checking this box constitutes a legal signature confirming that I acknowledge and agree to the above Terms and Acceptance.

☑ I Agree *

Alexandre Silva
PROFESSIONAL EXPERIENCE

AI Business Systems Consultant, Wells Fargo
08/2017-Present

- Business Consultant for developing AI, Machine Learning, and Natural Language Processing platforms and related endeavors
- Scrum Master for several projects using agile project management, using agile tools such as JIRA
- Assisted research, development, and implementation of the Wells Fargo BOT (WFBOT): an AI NLP chatbot leveraged to both internal and external users, into production and release
- Assisted management in overseeing the team and guiding the development process to ensure deliverables met
- Analysis of business and technical requirements and develop cost effective systems and solutions
- Helped oversee implementation of additional new business and technical systems
- Artificial Intelligence R&D: Best industry practices, nuances of the algorithmic logic, and architectural design
- Conducted end user regression testing of WFBOT to ensure highest quality product delivered to customers
- Demonstration of WFBOT to key internal stakeholders and executives
- Wrote several Functional Systems Design (FSD) documents and a Technical Requirement Document (TRD), both of which captured various systems designs and technical requirements, to be used in traceability to test plans and audits
- Wrote a comprehensive user guide for new and existing users of WFBOT’s administrative Console
- Helped manage payroll and finance of the team, ensuring fidelity between projected budgets and actual costs

Consultant, Philhour and Associates
01/2014-01/2015

- Consultant on several political campaigns from city-wide offices to national offices: developing and implementing strategies; assisting in the victory of several candidates through broad-based coalition-building and targeted marketing.
- Created and deployed social media, email, press, and general communication strategies for campaigns
- Coordinated event management, staffing and promotion
- Fundraised six-figure contributions for different candidates each quarter
- Performed extensive policy and data analysis for various political campaigns and candidates

Consultant, Californians for Responsible Economic Development
01/2013-01/2014

- Consultant on a Ballot Initiative Political Committee to manage day-to-day affairs and garner support for a statewide ballot initiative.
- Led political advocacy efforts with key allies in labor, the state legislature, and other outside groups.
- Wrote extensive policy briefs and white papers, performing a comprehensive policy, legal, and political analysis of the impact of the ballot initiative.
Oversaw press relations and mass marketing campaigns.

Legislative Affairs Consultant, Diablo Valley College  
06/2011-06/2012

- Key consultant in a leadership role in college-wide hiring committees that oversaw college budgets and staff hiring.
- Chaired the District Governance Council, a district-wide committee that reported directly to the Contra Costa County Board of Trustees of the Contra Costa Community College District.
- Conducted policy review, analysis, and recommendations on the level of impact it had to college stakeholders: students, faculty, classified staff, and management.
- Oversaw legislative outreach and advocacy at all levels of government for legislative measures and policies.

SKILLS

**Operating Systems:** Windows, UNIX, Linux, Virtual Machines  
**Languages, Scripts, Databases, Markups:**  
- Java, C & C++, Python, Assembly x86  
- bash, JavaScript, Typescript, PHP, nodejs  
- HTML5, CSS  
- SQL, MongoDB, Android SDK, OracleDB  
- jQuery, AngularJS, Angular, React, APIs  

**APIs:** Wells Fargo APIs, Hogan Banking API, Facebook API, Google APIs, self-created APIs  
**Web Services:** AWS, Microsoft Azure, Google Cloud  
**Tools:** Visual Studio, Maven, shell, Android SDK, Eclipse  
**Testing services:** JUnit, Mockito, PIT Mutation Testing, Wells Fargo Testing Tools, self-created tools  
**Artificial Intelligence:** Microsoft Bot Framework, Natural Language Processing, LUIS, Power BI, Stanford NLP, Wells Fargo BOT  
**Blockchain:** R3 Corda  
**Wireframing:** myBalsamiq, Visio, Invision, and other interfaces  
**Project Development:** Agile, Scrum, Waterfall, JIRA, Speed-To-Market, other related SDLC tools  
**Documentation:** Functional Systems Documentation (FSD), Technical Requirement Documentation (TRD), Business Requirement Documentation (BRD), Architectural Documentation  
**Documentation tools:** MS Word, MS Office, MS Visio, Adobe PDF, MS Outlook

AWARDS

Celeritifit Hack the Core 2017 - Innovator of the Year Award

EDUCATION

**Bachelor of Arts, Political Science** | University of California, Berkeley  
11/2013

**Bachelor of Science, Computer Science** | Oregon State University  
03/2017

REFERENCES

Senthil Subramanian, Analytics Manager, Wells Fargo  
Sudha Subramaniam, NLP Consultant, Wells Fargo
Staff Report

Date: June 17, 2019
To: Council Committee on Recreation, Cultural Affairs & Community Services
From: Valerie J. Barone, City Manager
Reviewed by: Joelle Fockler, MMC, City Clerk
Prepared by: Marsha Moore, CMC, Deputy City Clerk
Marsha.moore@cityofconcord.org
(925) 671-3085

Subject: Interview applicants for the Concord Commission on Aging for six positions, five with terms expiring June 30, 2023, and one with a term expiring June 30, 2021

Report in Brief
The Recreation, Cultural Affairs, and Community Services Committee will hold interviews for six positions on the Commission on Aging, five with terms expiring June 30, 2023, and one with a term expiring June 30, 2021.

Recommended Action
Hold interviews for the Commission on Aging and make recommendations to the City Council for appointment.

Background
In accordance with Policy and Procedure No. 89, an announcement was made on March 26, 2019, to fill six positions on the Commission on Aging. Applications were due on Friday, April 26, 2019, at 5 p.m. The terms of David Afinowicz, Paula Johnstone, Cathy McCaughey, and Fuad Omran expire on June 30, 2019. In addition, there is one unexpected vacancy due to the resignation of Nancy Sansom and a vacancy that was not filled in the previous recruitment. The Commission on Aging is seeking five members with terms expiring on June 30, 2023, and one with a term expiring June 30, 2021.
The Commission on Aging members identify, improve, and develop services and opportunities for senior citizens. They will be asked to attend and participate in the Contra Costa Advisory Council on Aging subcommittee to identify the unmet needs of senior citizens and evaluate the effectiveness of existing programs and laws. All members of the Commission on Aging must be residents of Concord holding no other office in the City. At least 51 percent of the members must be over the age of 60 years old.

Applications were received from 21 individuals. The Committee met on May 22, 2019, to review the applications and select applicants to interview. In addition to incumbents David Afinowicz, Paula Johnston, and Fuad Omran, the Committee selected Les Casazza, Megan Casey, John Chapman, Patricia Guinto, John Haberkorn, Karen Novak, Alex Silva, and Pello Walker to be considered for the six positions. Pello Walker withdrew his application. The incumbents will not be interviewed.

Appointments are tentatively scheduled for the June 25, 2019, regular City Council meeting.

Public Contact
The Agenda was posted.

Attachments
1. Commission on Aging Applicant Summary
2. CMC Excerpt for Commission on Aging
3. Commission on Aging Applications
### 2019 Commission on Aging Applicants for Interviews

<table>
<thead>
<tr>
<th>Name</th>
<th>Employer</th>
<th>Occupation</th>
</tr>
</thead>
<tbody>
<tr>
<td>*David Afinowicz</td>
<td>Kaiser Permanente IT</td>
<td>Finance</td>
</tr>
<tr>
<td>Les Casazza</td>
<td>Retired</td>
<td></td>
</tr>
<tr>
<td>Megan Casey</td>
<td>AccentCare</td>
<td>Home Care Management</td>
</tr>
<tr>
<td>John Chapman</td>
<td>Alameda Health Systems</td>
<td>Highland Hospital - Operations Leader</td>
</tr>
<tr>
<td>Patricia Guinto</td>
<td>Alzheimer’s Association</td>
<td>Public Relations and Marketing</td>
</tr>
<tr>
<td>John Haberkorn</td>
<td>Self Employed / Semi-retired</td>
<td>Retirement Planning Consultant</td>
</tr>
<tr>
<td>*Paula E Johnstone</td>
<td>Mazzei Realty</td>
<td>Realtor</td>
</tr>
<tr>
<td>Karen Novak</td>
<td>Private Senior Care</td>
<td>Health Provider</td>
</tr>
<tr>
<td>*Fuad N Omran</td>
<td>Retired</td>
<td>Banker</td>
</tr>
<tr>
<td>Alex Silva</td>
<td>Wells Fargo</td>
<td>Business Systems Consultant</td>
</tr>
<tr>
<td>Pello Walker</td>
<td>Daily Digital Imaging</td>
<td>Marketing &amp; Printing</td>
</tr>
</tbody>
</table>

*Incumbents - Not interviewing*
2.20.090 Established; membership; compensation of members.

There is hereby created a Commission on Aging which shall consist of not more than 11 voting members to be appointed by the City Council. Members of the Commission on Aging shall be residents of the city. At least 51 percent of the membership shall be over the age of 60 years. The basis and the amount of any compensation which may be paid to the members of the Commission on Aging shall be determined by resolution of the City Council.


2.20.100 Purpose and intent.

(a) The city desires to act as a line of communication between its senior citizen population, public and private organizations, and other advisory bodies to assure that government action is responsive to the needs of older persons.

(b) There is a need to establish a visible and officially responsible body within the city to:

   (1) Encourage county and state agencies to identify unmet needs of older persons and available resources by providing a means for citywide planning in coordination of individuals and groups interested in improving and developing services and opportunities for senior citizens.

   (2) Plan, promote, and recommend changes to the existing programs and laws that have a direct bearing on the dignity, freedom, and security of older persons to independently manage their own lives.

   (3) Enlist the participation of community groups and individuals in implementing actions which improve resources.

(Code 1965, § 2454; Code 2002, § 2-322. Ord. No. 91-1)

2.20.110 Terms of members; absence from meetings.

Members shall serve at the pleasure of the City Council for staggered terms of four years. The City Council reserves the right to make appointments for an adjusted term period to maintain a
staggered term structure. Any member who absents himself from three meetings of the Commission on Aging within a fiscal year without being excused will be deemed to have resigned from his appointment, and the City Council may appoint a new member to serve in place of the resigned member.

(Code 1965, § 2455; Code 2002, § 2-323. Ord. No. 91-1; Ord. No. 10-2; Ord. No. 15-3, § 2)

2.20.120 Rules of procedure; designation of committees and task forces.
The Commission on Aging shall adopt rules of procedure on the conduct of its business and may designate ad hoc committees and ad hoc task forces composed of its membership.

(Code 1965, § 2456; Code 2002, § 2-324. Ord. No. 91-1)

2.20.130 Vacancies.
All vacancies occurring on the Commission on Aging shall be filled according to the method of their original selection and the new member shall serve at the pleasure of the City Council for the unexpired term of their respective predecessors.

(Code 1965, § 2457; Code 2002, § 2-325. Ord. No. 91-1)

2.20.140 Powers and responsibilities.
The Commission on Aging shall have the responsibility of carrying out the following functions:

(1) Attend and participate in the county Advisory Council on Aging subcommittees to identify the unmet needs of older persons and evaluate the effectiveness of existing programs and laws.

(2) Act as a resource to all city boards and commissions. The Commission on Aging members will attend the meetings of those boards and commissions as needed.

(3) Develop an annual work program establishing short- and long-term goals in order of priority which will be effective upon approval of the City Council.

(4) Such other functions that the City Council may, from time to time, designate.

(Code 1965, § 2458; Code 2002, § 2-326. Ord. No. 91-1)
Profile

David Afinowicz

First Name: ____________________________
Last Name: ____________________________

Email Address: ____________________________

HOME ADDRESS

Street Address: ____________________________
Suite or Apt: ____________________________
City: ____________________________
State: ____________________________
Postal Code: ____________________________

16.5
Number of years at above address:

16.5
Number of years in Concord:

16.5
Number of years in the county:

Primary Phone: ____________________________
Alternate Phone: ____________________________

Kaiser Permanente IT
Employer: ____________________________
Financial Reporting Analyst
Job Title: ____________________________
Finance
Occupation: ____________________________

2 months
Number of years at employer:

4083 Owens Dr. Pleasanton, CA
Employer Address: ____________________________

Which Boards would you like to apply for?

Commission on Aging: Submitted

Question applies to multiple boards
If you are applying for more than one board, commission or committee please list your selections in priority order below. This will help the interviewing Council Committee know your preference when interviewing.

N/A
Question applies to Commission on Aging

The City of Concord Municipal Code, Chapter 2.20, Article III, Section 2.20.090 requires that at least 51 percent of the membership of the Commission on Aging shall be over the age of 60 years. Are you over the age of 60 years?

☐ Yes ☐ No

Would you like to be contacted about future Board, Committee, or Commission recruitments?

☐ Yes ☐ No

Interests and Experience

Question applies to multiple boards

Please state your reason for applying, including qualifications for this position:

As a resident of Concord, Ca for over 16 years, I possess a sincere interest in our growing aging population and increasing life expectancy, and having actively volunteered as Elder Care Partner assisting a 62+ year Concord woman diagnosed with excessive Lymphedema causing general mobility restrictions with Caring Hands, John Muir Hospital; I would be honored to share any insights to assist any/all elderly in our city that would likely benefit.

Describe prior service on a board, commission, or any other community service or public body, indicate agency and explain what significant contributions you made:

As an active Board Commissioner on Aging for the past 2 years, I have greatly enjoyed contributing to BASTAs, the Hawaiian Fusion Fundraiser, and spreading the word to fellow seniors of the great services to seniors in Concord, in need of any assistance and recognition.

Considering your experience and activities in business, labor, professional, social, or other organizations, indicate the experience, technical training, and/or skills which qualify you for an appointment on each desired board or commission:

4 years as a volunteer with Caring Hands under the supervision of John Muir Hospital, my Mother recently (July, 2016) passing away under the care of an Elder Care facility in Hollywood, Ca, and genuine concern for care for the increasing number of senior citizens in our city, our county and the world over; are my main reasons for interest in this Board position. I have also been active as a Boy Scout Adult leader of Troop 429, Concord, Ca which has an important civic duty to help the disadvantaged and underserved. I would like to put my energy to work and serve others.
**Education and Training**

**High School**


**College**


**Technical/Vocational Training**

Boy Scout Troop 429 Treasurer 2009-2016.

**Certification or Other**

Life/Health/Accident Insurance License 2014-2016 (not active).

---

**TERMS OF ACCEPTANCE and SIGNATURE**

Question applies to multiple boards

I, applicant for a City of Concord Board, Commission or Committee, warrant the truthfulness of the information provided in this application. I certify under penalty of perjury that I am a resident of the City of Concord and meet the eligibility requirements.

---

Please Agree with the Following Statement

I understand that checking this box constitutes a legal signature confirming that I acknowledge and agree to the above Terms and Acceptance.

☐ I Agree *

David J. Afinowicz
Objective
To provide excellent loyalty-based customer leadership, analytical support, and insight joining a strategic financial or marketing team with an innovative company or start-up in the East Bay/SF area.

Work Experience

Financial Analyst – Branch Office Lead

Aflac Supplemental Health/Life Agent
- Trained & Licensed Agent #0181752 in Direct-Marketing, Sales and Research of Supplemental Health, Cancer, and Life Insurance products and services.

Financial Professional
- Financial Analyst providing guidance and consultation in 401k Retirement, Fixed Annuity, and Life Insurance products and services.

Sr. Data Financial Analyst – HPSA Finance / Medicare Direct Marketing
- Financial data & Supply Chain analyst for Health Plan & Service Administration financial team. Responsible for data extraction from Cognos financial databases, data manipulation, audit functions, macro building, and data presentation reconciling regional budget allocations for clinics/hospitals & Income Statements for KP footprint within HPSA. Prior project as Marketing Analyst in Kaiser Medicare Direct Marketing specializing in Geo/Age-coding segmentation metrics for highly targeted Medicare Marketing segments.

Marketing List Strategist III – CCG HE Enterprise Database Marketing
- Database list marketing analyst responsible for strategic planning, audit, and execution of multi-channel Direct-mail, Statement Insert messaging, Telemarketing, CC, Email, lead generation and electronic output files (ECPR, Store Portal/DML, Prospector) using Geo-demographic screening, complex segmentation matrices, and risk valuation models to develop superior market audience targeting for Home Equity (CCG-HE) Regional Bankers.

Financial Analyst Consultant – Supply Chain Finance
- Customized and analyzed excel macros for P&Ls, Cash Flow, Marketing templates, COGS, Payroll, and Sales Operations in Excel & Hyperion for annual budgetary reports supporting 56 global cookie/bakery sales divisions. Extracted data from Citrix SAP/Oracle and Business Objects (BO) databases; VBA macro programming, spreadsheet analysis and PowerPoint customizations to Directors, VP and CFO for annual International Consortium.

Education

2002 MBA California Polytechnic University, Pomona Professional Program, Pomona, California
- Thesis: Corporate Social Responsibility: Value and Impact of Cause Related Marketing
- International Marketing Emphasis; Golden Key International Honor Society Member (4/02); Honors Beta Gamma Sigma –Member AACSB Accredited Business Society (5/01); Candidate for President's Merit Scholar GBA 3.72/4.00.

1989 BA University of California At Berkeley, Berkeley, California
- Psychology –Bio-Cognitive Emphasis

1987 Worcester College, Oxford University, England UK
- Certificates in Literature and Zoology

Memberships & Hobbies

Profile

Les Casazza

First Name

Last Name

Email Address

HOME ADDRESS

Street Address

Suite or Apt

City

State

Postal Code

30 years

Number of years at above address:

30

Number of years in Concord:

30

Number of years in the county:

Primary Phone

Alternate Phone

Retired

Employer

Job Title

Occupation

Number of years at employer:

Employer Address

Which Boards would you like to apply for?

Commission on Aging: Submitted

Question applies to multiple boards

If you are applying for more than one board, commission or committee please list your selections in priority order below. This will help the interviewing Council Committee know your preference when interviewing.
The City of Concord Municipal Code, Chapter 2.20, Article III, Section 2.20.090 requires that at least 51 percent of the membership of the Commission on Aging shall be over the age of 60 years. Are you over the age of 60 years?

☐ Yes  ☐ No

Would you like to be contacted about future Board, Committee, or Commission recruitments?

☐ Yes  ☐ No

**Interests and Experience**

Question applies to multiple boards

Please state your reason for applying, including qualifications for this position:

I am interested in senior rights.

Describe prior service on a board, commission, or any other community service or public body, indicate agency and explain what significant contributions you made:

I am on the Concord senior center board I have been on the queen of all Saints church parish council.

Considering your experience and activities in business, labor, professional, social, or other organizations, indicate the experience, technical training, and/or skills which qualify you for an appointment on each desired board or commission:

---

**Education and Training**

High School
TERMS OF ACCEPTANCE and SIGNATURE

Question applies to multiple boards

I, applicant for a City of Concord Board, Commission or Committee, warrant the truthfulness of the information provided in this application. I certify under penalty of perjury that I am a resident of the City of Concord and meet the eligibility requirements.

Please Agree with the Following Statement

I understand that checking this box constitutes a legal signature confirming that I acknowledge and agree to the above Terms and Acceptance.

☐ I Agree *

Les Casazza

Electronic Signature - Please type your First and Last Name
Profile

Megan Casey

HOME ADDRESS

Street Address
Suite or Apt
City
State
Postal Code

Number of years at above address:

Number of years in Concord:

Number of years in the county:

Primary Phone
Alternate Phone

AccentCare
Area Operations Manager
Healthcare

Employer
Job Title
Occupation

Number of years at employer:

Employer Address

Which Boards would you like to apply for?

Commission on Aging: Submitted

Question applies to multiple boards
If you are applying for more than one board, commission or committee please list your selections in priority order below. This will help the interviewing Council Committee know your preference when interviewing.

Only applying for commission on aging
The City of Concord Municipal Code, Chapter 2.20, Article III, Section 2.20.090 requires that at least 51 percent of the membership of the Commission on Aging shall be over the age of 60 years. Are you over the age of 60 years?

- Yes  
- No

Would you like to be contacted about future Board, Committee, or Commission recruitments?

- Yes  
- No

**Interests and Experience**

Please state your reason for applying, including qualifications for this position:

I’m very passionate about care for the elderly. I have been in healthcare for 11 years and specifically in elder care for the last 4 years.

Describe prior service on a board, commission, or any other community service or public body, indicate agency and explain what significant contributions you made:

I serve as secretary for the contra costa county home care collective, we are a group of home care agencies working together to better serve the aging population.

Considering your experience and activities in business, labor, professional, social, or other organizations, indicate the experience, technical training, and/or skills which qualify you for an appointment on each desired board or commission:

My work in elder care is my passion, I truly care about seniors and making their lives better.

**Education and Training**

High School

DeRuyter Central school, New York
College
Syracuse University Utica Campus

Technical/Vocational Training

Certification or Other

Upload a Resume

TERMS OF ACCEPTANCE and SIGNATURE

Question applies to multiple boards

I, applicant for a City of Concord Board, Commission or Committee, warrant the truthfulness of the information provided in this application. I certify under penalty of perjury that I am a resident of the City of Concord and meet the eligibility requirements.

Please Agree with the Following Statement

I understand that checking this box constitutes a legal signature confirming that I acknowledge and agree to the above Terms and Acceptance.

I Agree *

Megan Casey
Electronic Signature - Please type your First and Last Name
Profile

John Chapman

First Name

Last Name

Email Address

HOME ADDRESS

Street Address

Suite or Apt

City

State

Postal Code

Number of years at above address:

Number of years in Concord:

Number of years in the county:

Primary Phone

Alameda Health Systems

Chief Administrative Officer

Highland Hospital - Operations Leader

Alternate Phone

Employer

Job Title

Occupation

Number of years at employer:

Employer Address

Which Boards would you like to apply for?

Commission on Aging: Submitted

Question applies to multiple boards

If you are applying for more than one board, commission or committee please list your selections in priority order below. This will help the interviewing Council Committee know your preference when interviewing.
Question applies to Commission on Aging

The City of Concord Municipal Code, Chapter 2.20, Article III, Section 2.20.090 requires that at least 51 percent of the membership of the Commission on Aging shall be over the age of 60 years. Are you over the age of 60 years?

☐ Yes ☐ No

Would you like to be contacted about future Board, Committee, or Commission recruitments?

☐ Yes ☐ No

Interests and Experience

Question applies to multiple boards

Please state your reason for applying, including qualifications for this position:

I am applying because of this current environment of our vast aging ‘baby boomer’ population, where livability principles and sustainable communities constitute a priority, this commission can take the lead in galvanizing planners to apply the aging filter to planning initiatives and opportunities.

Describe prior service on a board, commission, or any other community service or public body, indicate agency and explain what significant contributions you made:

Question applies to multiple boards

Considering your experience and activities in business, labor, professional, social, or other organizations, indicate the experience, technical training, and/or skills which qualify you for an appointment on each desired board or commission:

My current health care position leading Alameda County’s Highland Hospital has trained me on the importance of ethnic and age-related diversity in communities. Social determinants of the aging community such as the importance of transportation, socialization, housing, assisted living, community participation, geriatric health considerations and the unique and evolving needs of an aging population are all areas of experience I possess. I hope to be an purposeful advocate for this commission.
High School

Riordan High School - San Francisco 1980-1984

College

University of California at Berkeley 1984-1988 BA in Microbiology & Immunology University of Phoenix 2003-2004 Masters in Business Administration

Technical/Vocational Training

Certification or Other

TERMS OF ACCEPTANCE and SIGNATURE

I, applicant for a City of Concord Board, Commission or Committee, warrant the truthfulness of the information provided in this application. I certify under penalty of perjury that I am a resident of the City of Concord and meet the eligibility requirements.

Please Agree with the Following Statement

I understand that checking this box constitutes a legal signature confirming that I acknowledge and agree to the above Terms and Acceptance.

☐ I Agree *

John Chapman
John T. Chapman, MBA

ACADEMIC PREPARATION / LICENSURE / MEMBERSHIP

University of California, Berkeley, Berkeley, CA 09/1984 - 12/1988
Bachelor of Science Degree, Microbiology and Immunology

University of Phoenix, Phoenix, AZ 11/2001 - 01/2004
Masters of Business Administration in HealthCare Management

Lean Six Sigma Certified

Clinical Microbiologist Specialist, State of California and ASCP

American College of Healthcare Executives - Member

PROFESSIONAL EXPERIENCE

Alameda Health Systems, Oakland, CA 12/2011 - Present

*Alameda Health Systems is a not-for-profit Community health system that encompasses 5 hospitals: Highland Hospital, San Leandro Hospital, Alameda Hospital, John George Psychiatric Hospital, Fairmont Hospital; 27 clinics; 381 acute inpatient beds; and over 1,600 employees.*

Chief Administrative Officer (12/2013 - Present)
Reporting to the Chief Executive Officer, maintain administrative oversight for Hospital operations including Nursing at Highland Hospital, as well as clinical operations and clinical support services across Alameda Health System.

- Responsible for all operations as leader of the Alameda Health System’s flagship hospital – Highland Hospital in Oakland, California – includes 169 acute beds, County Trauma I facility, 80,000 ED visits, 300,000 outpatient visits and nationally recognized teaching programs.
- Responsible leader for the successful build out and opening of new 9-story 169- bed Acute Care Tower for Highland Medical Center that opened on-time and under budgeted on April 4, 2016.
- Led the system’s financial turnaround operations segment which resulted in a net savings of $56 million in a 12-month period in FY16 improving our EBIDA margin to a positive 6.2% with the Highland Hospital site leading at a 19.6% margin.
- Lead in the successful effort of Level 1 Trauma Accreditation.
- Lead in the successful effort of Baby Friendly designation.
- Successfully led the effort in advancing HCAHP customer improvement scores from a 52% Top Box score to 83%, exceeding California Peer Group and National comparison groups.
- Lead successful effort to reduce AHRQ PSI 90 metrics to the 50th percentile in 2017.
• Lead in identifying LEAN initiatives & Kaizen events for operational process improvements including Nurse i-rounding, ED Surge tactics based on NEEDOC scores and APOD score improvements resulting in a 32% improvement in EMS offloading times.
• Created AHS System Transfer Center to address throughput and surge planning concerns.

John T. Chapman, MBA

• Chair of the System’s FTE Review and Monthly Variance Committees holding all leaders accountable to productivity metrics.
• Assisted in the operational integration of two new Medical Centers purchased in 2013 into the Alameda Health Care System.
• Responsible for creation and expansion of the Orthopedic, Cardiac, Neurosurgery and Urology Service Lines
• Operational lead liaison with the Alameda County Community Health Care Network that resulted in a 38% growth in specialty referrals into AHS.
• Led or assisted with several improvement projects, including expansion of OR surgery, of over $7 M in cost reduction initiatives.
• Changing organization culture and operations to respond to managing populations of patients
• Set growth, operational, and financial strategies and direction of AHS hospitals and clinics in differing communities within Alameda County
• Development of community connectivity plan for all local hospitals and clinics
• Responsible for physician practice support functions.
• Creation of Clinical Institutes transcending inpatient/outpatient levels of care
• Restructured non-nursing clinical leadership across the system
• Developed patient care leadership strategic plan and direction
• Instituted formalized leadership rounding in all areas of hospital and clinics
• Operational leader providing representation on the Medical Executive Committee, GME Committee, and IPPC Medical Staff Committee.

Vice President, Ambulatory Patient Care Services & Clinical Services (12/2011 - 12/2013)
• Serve as the leader for AHS ancillary services and operational lead for the multi-site ambulatory patient care services for Alameda County.
• Responsible for multiple primary care sites and 42 specialty care service line sites equating to 300,000 visits per year.
• Responsible for primary care and specialty care expansion efforts with goal of opening 10 new clinic sites in Alameda County and expanding visit volume by 200,000 visits per year.
• Assisted in creation of the Ambulatory Strategic Plan, implementation and oversight of all outpatient clinical expansion efforts including the on-time and under-budget opening of the 10-exam room Eastmont Pediatric Center (FY2012), 16-exam room Eastmont Specialty Center (FY2013), 9-exam room Cardiology/Healthy Hearts at Highland Medical Center (FY2012) and Refugee Clinic Services (FY2012). Future expansion efforts include a 42-exam room Hayward Wellness Center (Jan 2014) and 34-exam room North Oakland Wellness Center (Date TBD).
• Actively pursued medical center-wide cost savings and/or revenue opportunities. Successes included $8 million in realized cost savings opportunities for FY14 Hospital budget; $1.5 million in savings for outside Laboratory Services and implementation of Pediatric After-Hour Urgent Care Centers in the North and South County of Alameda.
• Implemented 24/7 Nurse Advice line for Alameda Health System.
• Implemented Telemedicine Services within Alameda Health System.
• Implemented the Ambulatory Electronic Medical Records System.
• Established county-wide Medical Home Program for all outpatient clinical services.
• Chaired Ambulatory Operations Improvement Committee; coordinated, led and/or participated in task forces in ambulatory care and developed recommendations into divisional procedures.

John T. Chapman, MBA

• Consulted and collaborated with Department Heads and Service Line Leaders regarding their individual areas and about projects with division-wide impact, interpreted policy to develop improvements.
• Recommended and directed the implementation of new procedures; conferred with managers and supervisors on problems regarding their sections.
• Designed presentations and produced promotional material that supported communications with the media, the community, County, State and Federal officials on matters of mutual concern to provide a better understanding of ACMC and AHCS programs.
• Resolved existing issues and worked with Information Systems to improve system efficiencies.
• Identified issues and sources of potential difficulty in department management and operations. Researched and analyzed information and evaluated alternatives for action; developed the internal relationships necessary for the resolution of these problems; and troubleshooted identified problem areas with management staff and the relevant AHS departments.
• Remained informed of current trends in hospital administration, particularly relating to reimbursement; established and maintained effective relationships with various outside agencies and the general public; represented the medical center in meetings and conferences internally and within the community.
• Organized and directed analytical studies on organizational structures, systems, procedures, policies, practices and techniques.

University of California San Francisco Medical Center, San Francisco, CA  5/1998 - 12/2011

Executive Director of Clinical Services (2/2003 - 12/2011)
• Administrator for Clinical Laboratories, Pathology, Rehabilitation Services, Medical Records, Radiation Oncology, Radiology, Bone Marrow Transplant, Nutrition & Food Services, Pulmonary Function and Sleep Disorder Centers.
• Oversaw operating and capital budgets for assigned ancillary services with an annual operating budget of $218 M and an employee count of 1,150 FTE.
• Operational and strategic planning director for the UCSF Ortho Institute at Mission Bay, the UCSF Clinical Laboratories Reference Lab at China Basin, the UCSF Radiology Clinic & Research Center at China Basin, The Heart & Vascular Institute, and the Sleep Center at Japantown Hotel Tomo.
• Responsible for strategic planning expansion of UC system-wide cost savings and revenue enhancement collaborations with UC Davis, UCLA, UC San Diego & UCSF Medical Center.
• Responsible for leading strategic operational planning efforts for departments to include Clinical Laboratories, Pathology, Radiology, Rehabilitation Services, Radiation Oncology, Medical Records, EEG, EMG, Vascular Services and Sleep Laboratories.
• Responsible for planning and implementation of Transplant Tissue Processing, HLA laboratory operations, Pediatric and Adult Bone Marrow Transplant Processing laboratories.
• Provided oversight for development and implementation of operational and customer care improvement initiatives within each service line.
• Responsible for capital planning efforts for the Clinical Services division.
• Responsible for the University of California state-wide revenue, cost reduction, and standardization opportunities for each clinical services service line.
• Established, monitored, and improved financial, operational, quality, and regulatory performance metrics for each clinical services department.

John T. Chapman, MBA

• Served as medical center liaison with departmental chairs and medical staff in successfully implementing medical center and other collaborative initiatives.
• Promotes a collaborative working environment with peers, managers, and physicians to successfully create and implement CQI and Operational improvement initiatives.
• Led in vendor negotiations and multiple statewide union contract bargaining processes.
• Led Operational Improvement Committee that identified new revenue opportunities and cost-containment strategies.
• Responsible for the continuous monitoring of approved budgets analysis of budget variances, and implementation of corrective action plans.
• Operational director for the implementation of UCSF’s electronic medical record system including planning, schedule, scope, and facilitation.
• Facilitated the planning, departmental buy-in, and implementation of facility expansion, relocation, and service growth efforts.
• Investigated, created, planned, and implemented potential revenue enhancement proposals related to increased outpatient and outreach initiatives for clinical service division.
• Established accredited workforce training programs within multiple clinical service departments to meet present and future workforce needs.
• Recognized for finding over $6 million in cost reduction and revenue enhancement each year from FY2007-FY2012 and awarded lead SCOPE achievement award for 6 successive years.
• Honored as the highest rated executive as scored by FY12 Employee Satisfaction Survey.
• LEAN Champion with successful implementation of four system-wide initiatives.
• Served as an assessor and educator for UCOP Management Staff Assessment Program.
• Provided management training seminars/mentorship for both Medical Center clinical services management and Department of Lab Medicine and Pathology Resident Training Programs.

University of California San Francisco Medical Center continued:
Clinical Laboratory Director (5/1998 - 12/2003)
• Oversaw the development of the annual operating and capital budgets for the 16 Clinical Lab Departments with a combined $64 million operational budget.
• Responsible for setting final budget targets and set allocation priorities when funds are limited or restricted.
• Responsible for the continuous monitoring of approved budgets, analysis of budget variances, and implementation of corrective action plans.
• Authored Design of UCSF Reference Lab at 185 Berry Street and the design of the new Children’s Hospital lab currently being built at Mission Bay.
Effectively serves as managerial role model for supervisors in attaining fiscal goals, assisting and training section chiefs, and supervisors in budgetary short- and long-range planning, the use of workload, cost, and revenue reports and proper fiscal practices.

Responsible for evaluating all new Program Proposals including appropriate cost/benefit analysis.

Responsible for CDM maintenance and maximum reimbursement coding strategies.

Conducts and reviews Cost-benefit analysis of procedures, prices, equipment purchases and staffing adjustments due to operational planning or Medical Center-initiated directives.

Responsible for review and analysis of all laboratory-related Purchasing and Payer contracts including changes to Medicare reimbursement policies and Managed Care contracts.

Serves as a member of the Hospital Contracting Committee.

Authored the current UC System Laboratory agreement protocol for test sharing strategies.

authored the current UCSF Laboratory Revenue Sharing Agreement between the Department of Lab Medicine and the Medical Center.

Serves as liaison and directs Customer Service and Outreach initiatives within the Medical Center and outside client hospitals and physician offices.

Evaluates and troubleshoots laboratory policies, procedures, and programs and recommends and implements resource allocations as necessary.

Responsible for all human resources recruitment strategies, payroll actions, discipline and grievance proceedings.

Serves as an educational resource for all section chiefs and supervisors in employee relations, labor relations, performance evaluation, payroll issues, and Affirmative Action and consults with them on personnel actions and/or problems.

Profile

Patricia Guinto
First Name

Email Address

HOME ADDRESS

Street Address
Suite or Apt
City
State
Postal Code

2
Number of years at above address:

2
Number of years in Concord:

5 [cumulative]
Number of years in the county:

Primary Phone

Alzheimer's Association
Employer

Director, Field Marketing and Communications
Job Title

Public Relations and Marketing
Occupation

10
Number of years at employer:

225 N. Michigan Ave., Chicago IL
Employer Address

Which Boards would you like to apply for?

Commission on Aging: Submitted
Parks, Recreation and Open Space Commission: Submitted
Community Services Commission: Submitted

Question applies to multiple boards
If you are applying for more than one board, commission or committee please list your selections in priority order below. This will help the interviewing Council Committee know your preference when interviewing.

Community Services Commission Parks, Recreation and Open Spaces Commission Commission on Aging
Question applies to multiple boards

Would you be available for evening meetings?

☐ Yes  ☐ No

Question applies to Commission on Aging

The City of Concord Municipal Code, Chapter 2.20, Article III, Section 2.20.090 requires that at least 51 percent of the membership of the Commission on Aging shall be over the age of 60 years. Are you over the age of 60 years?

☐ Yes  ☐ No

Would you like to be contacted about future Board, Committee, or Commission recruitments?

☐ Yes  ☐ No

Interests and Experience

Please state your reason for applying, including qualifications for this position:

I am a 15-year resident of the Bay Area and relatively new [first time] home owner and resident of Concord. I have a strong desire to contribute to my community and have done so as a volunteer for several organizations locally, including Big Brothers Big Sisters, VITAS Hospice, Alameda Food Bank, White Pony Express and the Federal Correctional Institution in Dublin, CA. Additionally, I have been employed by both the American Cancer Society and Alzheimer's Association in the Bay Area - and as such am well-versed in issues affecting the health and well-being of our communities [under-served populations in particular]. I believe I have a valuable perspective to offer having been 1.) both a renter and a home owner in Contra Costa county 2.) both a commuter and currently a work-from-home employee and 3.) a frequent user of community amenities including parks and public spaces, local businesses and organization.

Describe prior service on a board, commission, or any other community service or public body, indicate agency and explain what significant contributions you made:

N/A
Considering your experience and activities in business, labor, professional, social, or other organizations, indicate the experience, technical training, and/or skills which qualify you for an appointment on each desired board or commission:

As a marketing communications professional with 15 years of experience working for large non-profit organizations that have gone through change management processes, I have experience problem solving and decision making within complex and changing organizational structures that have competing internal priorities. Additionally, my experience in managing staff and volunteers requires me to provide strategic guidance and focus where big-picture context may be lacking. I am well-practiced at holding myself and colleagues accountable to strategic objectives and maintaining line of sight to those objectives throughout the management of each project. In addition, I am comfortable communicating success and illustrating clearly how my work and the work of my team impacts those strategic objectives. In my volunteer roles, I have grown to become passionate and informed about the needs of under served micro-communities in the Bay Area, including low-income seniors and families, recently incarcerated individuals, individuals struggling with addictions and mental illness and immigrant populations. Personally / socially, I am a frequent user of open space and parks - especially hiking and tennis facilities at and near Willow Pass Park. I am a female head of household where we share one car, which requires my family and I to use public transportation or walk frequently as well - so I am growing in my awareness of services and needs in this area as well. Lastly, as a community-conscious citizen, I am looking for ways to become more involved in the City of Concord and Contra Costa County. I hope to be an informed and active citizen of our city and county and would love to contribute my perspective and professional skills as and where needed.

**Education and Training**

**High School**

Duarte High School, Duarte, Calif. - Diploma

**College**

Azusa Pacific University - B.A., Communications and Political Science
University of Southern California - M.A. Strategic Public Relations

**Technical/Vocational Training**

**Certification or Other**
I, applicant for a City of Concord Board, Commission or Committee, warrant the truthfulness of the information provided in this application. I certify under penalty of perjury that I am a resident of the City of Concord and meet the eligibility requirements.

Please Agree with the Following Statement

I understand that checking this box constitutes a legal signature confirming that I acknowledge and agree to the above Terms and Acceptance.

☑️ I Agree *

Patricia Guinto

Electronic Signature - Please type your First and Last Name
PATRICIA M. GUINTO

Creative storyteller with experience implementing strategic, integrated awareness initiatives at the local and nationwide levels. Collaborative and thoughtful leader attuned to the importance of accomplishing strategic objectives and cultivating key internal and external relationships.

CORE COMPETENCIES

- Writing and content
- Strategic communications planning
- Cross functional project management
- PR + media relations
- Internal + external partnership development
- Board / volunteer management

WORK EXPERIENCE

Alzheimer’s Association
The leading global voluntary health agency for Alzheimer’s disease research, care, support, advocacy and awareness.

Director, Field Marketing and Communications, February, 2018 – Current
Responsible for building momentum and accelerating progress among field-level Marketing Communications staff across 70+ chapters nationwide. Identifies key gap areas and opportunities to increase efficiency and impact, then leads development of campaigns, programs and resources to address these gaps and opportunities. Current projects include:
- Advise organizational leadership on structural and operational changes to optimize existing resources across newly merged chapters
- Develop, manage and communicate new systems changes to field marketing communications staff
- Lead and manage an advisory group of 16 field staff who offer key insights into nationwide strategies and drive an internal culture shift elevating Marketing Communications across the organization.
- Surface innovative ideas in the field and scale for nationwide utilization
- Problem solve day-to-day challenges at the field level, offering strategic direction, historical context and focus as appropriate

Director, Women’s Initiative / Marketing Strategic Initiatives, January, 2015 – February, 2018
Lead strategic planning and tactical implementation of integrated nationwide marketing campaigns, including the organization’s Women’s Initiative, Alzheimer’s & Brain Awareness Month and Chapter network engagement. Highlights include:
- Developed and managed a new nationwide initiative focused on raising awareness of the impact of Alzheimer’s disease on women.
- More than doubled number of Women’s Initiative registrants through a celebrity soft launch and social media campaign that capitalized on the success and interest around the movie Still Alice.
- Managed major gifts projects that lead to programmatic success and relationship cultivation with donors.
- Piloted advocacy events targeting state-level policy makers, resulting in new and strengthened key legislative relationships.
- Established new direction and priorities for signature event Alzheimer’s and Brain Awareness Month, creating a foundation of strategic alignment, brand focus and project management efficiency.

Director, Communications, March 2009 - January, 2015 [Northern California / Northern Nevada Chapter]
Lead chapter communications strategy across service lines. Responsible for Marketing Communications strategic planning and tactical execution across seven media markets, internal communications for field offices, content development for multiple channels, liaising with home office staff, local department heads and board-level volunteers; served on the leadership team and managed two full time staff. Highlights:
- Measurably increased aided awareness of the Alzheimer’s Association in Northern California and Northern Nevada by +28% in eighteen months.
- Initiated the Chapter’s social media strategy, growing our audience to one of the largest in the organization.
- Led effort to create, launch and maintain an employee intranet; successfully got 100% of staff to join the network and provided content that led to exponential growth in engagement.
PATRICIA M. GUINTEO

ADDITIONAL CAREER HIGHLIGHTS

- Tapped to serve on multiple work groups responsible for nationwide change management in key areas, including Marketing Communications, staff onboarding, internal communications and volunteer recruitment and growth.
- Created and managed the first ever board member-led volunteer communications committee at the Northern California and Northern Nevada Chapter.
- Recruited to speak at and lead trainings for communications peers at annual nationwide staff meetings.

EARLY CAREER

American Cancer Society: Bay Area Region, Manager, Media Relations, August 2006 - February 2009
Managed proactive and reactive media relations campaigns for regional offices in the nine-county Bay Area. Wrote speeches, talking points, monthly media reports and monthly newsletter content. Served as marketing communications department liaison with statewide Relay For Life. Conducted spokesperson and marketing volunteer trainings and maintained and cultivated an experts guide.

24 Hour Fitness, Public Relations Coordinator, April 2005 - August 2006
Managed day-to-day media relations needs for 350+ health clubs nationwide. Wrote executive bios, content for staff and membership newsletter, advertorials and club communications. Crafted internal and external communications for company CEO. Acted as company spokesperson and supported crisis communication. Created and maintained organization-wide fitness experts guide to streamline the response time to reporters.

City of Hope Cancer Center, Assistant Media Relations Specialist, June 2004 - April 2005
Pitched, wrote and distributed press materials to local, state and national media outlets. Coordinated and staffed media interviews with physicians and other clinical experts. Conducted strategic research on City of Hope programs, industry trends and media outlets. Streamlined the reporting process; composed weekly and quarterly media reports for various internal audiences.

EDUCATION

University of Southern California
Master of Arts, Strategic Public Relations, May 2004

Azusa Pacific University
Bachelor of Arts, double major, Political Science and Communications [Journalism emphasis], May 2002

VOLUNTEER WORK

White Pony Express, Volunteer, September, 2018 – current
Prep food rescue intake for shipment to various community organizations for distribution to food insecure individuals and families; support in-community free clothing boutique

Dublin Federal Correctional Institute, Volunteer, November, 2016 – current
Prepare incarcerated women for reentry via group trainings and one-on-one outreach

Vitas Hospice, Volunteer Visitor, August, 2013 – May 2017
Visit patients on hospice to offer support during end of life experience; offer respite to family members

Big Brothers, Big Sisters of the Bay Area, Big Sister, December, 2006 – June, 2014
Mentored Little Sister from 10 years of age through her graduation from high school
Recipient, 2013 Inspiration Award
**Profile**

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
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</thead>
<tbody>
<tr>
<td>John</td>
<td>Haberkorn</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Email Address</th>
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**HOME ADDRESS**

<table>
<thead>
<tr>
<th>Street Address</th>
<th>Suite or Apt</th>
</tr>
</thead>
<tbody>
<tr>
<td>1861 Toyon Drive</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>City</th>
<th>State</th>
<th>Postal Code</th>
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Number of years at above address: 2

Number of years in Concord: 4

### Employers

<table>
<thead>
<tr>
<th>Employer</th>
<th>Job Title</th>
<th>Occupation</th>
</tr>
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<tbody>
<tr>
<td>Self Employed / Semi-retired</td>
<td>Retirement Planning Consultant</td>
<td>Retirement Planning Consultant</td>
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</tbody>
</table>

Number of years at employer: More than 30

<table>
<thead>
<tr>
<th>Employer Address</th>
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</thead>
<tbody>
<tr>
<td>1861 Toyon Drive</td>
</tr>
</tbody>
</table>

Which Boards would you like to apply for?

Commission on Aging: Submitted

Question applies to multiple boards

If you are applying for more than one board, commission or committee please list your selections in priority order below. This will help the interviewing Council Committee know your preference when interviewing.

Commission on Aging Community Services Commission
The City of Concord Municipal Code, Chapter 2.20, Article III, Section 2.20.090 requires that at least 51 percent of the membership of the Commission on Aging shall be over the age of 60 years. Are you over the age of 60 years?

☐ Yes ☐ No

Would you like to be contacted about future Board, Committee, or Commission recruitments?

☐ Yes ☐ No

Interests and Experience

Please state your reason for applying, including qualifications for this position:

I am applying for the Aging Commission because I want to serve the citizens of Concord with a special emphasis on Concord Seniors. Being part of the Aging Commission of the City of Concord is another step towards making a difference in my community. I want to continue to create an environment that is warm and welcoming for current and future Concordians. An environment where my family and my friends felt comfortable and safe, a place where working-class families and seniors can thrive and prosper. I humbly ask for your consideration.

Describe prior service on a board, commission, or any other community service or public body, indicate agency and explain what significant contributions you made:

I am now on the Board of Directors of the Rainbow Community Center. I have been and will continue to serve on two Rainbow Board sub-committees, Finance and Resource Development.

Considering your experience and activities in business, labor, professional, social, or other organizations, indicate the experience, technical training, and/or skills which qualify you for an appointment on each desired board or commission:

I'll direct this comment to the Commission on Aging. I've been volunteering at the Rainbow Community Center for several years including volunteering with their Senior Program.
High School

St. Ignatius and Marist - both in Chicago.

College

St. John’s University . . . . post grad at Loyola and DePaul Law. Continuing education classes at UCLA related to my professional designations.

Technical/Vocational Training

Most of my technical/vocational training was related to my profession. I was not only required to take continuing education courses but I also became the teacher, leading groups and seminars on a variety of ERISA law and accounting topics.

Certification or Other

I was a Certified Pension Consultant with the American Society of Pension Actuaries and an Accredited Pension Administrator with the National Institute of Pension Administrators. Both of these organizations have now merged and are part of the American Society of Pension Professionals & Actuaries. Does the Concord Community Institute count as official training? It was sure a worthwhile training experience in understanding Concord.

TERMS OF ACCEPTANCE and SIGNATURE

Question applies to multiple boards

I, applicant for a City of Concord Board, Commission or Committee, warrant the truthfulness of the information provided in this application. I certify under penalty of perjury that I am a resident of the City of Concord and meet the eligibility requirements.

Please Agree with the Following Statement

I understand that checking this box constitutes a legal signature confirming that I acknowledge and agree to the above Terms and Acceptance.

☑ I Agree *

John Haberkorn

Electronic Signature - Please type your First and Last Name
Skills

My professional designations include an Accredited Plan Administrator (APA) from The American Society of Pension Professionals & Actuaries (ASPPA) and the National Institute of Pension Administrators (NIPA), a Certified Plan Consultant (CPC) designation from ASPPA and an Enrolled Retirement Plan Agent (ERPA) from the IRS.

Experience

June 2013 - November 2016
First Allied Retirement Services, Walnut Creek, CA – Senior Retirement Plan Specialist

- They are now known as Cetera Retirement Plan Specialist
- Retirement Plan Administration and Consulting to all types of businesses and nonprofits
- I handled the legal, accounting and administrative side of the plans
- I did not give my clients investment advice
- Throughout my career in Retirement Plans my emphasis was primarily designing, consulting and administering Retirement Plans used as a Tax Planning Strategy with a heavy emphasis on Tax Law

December 2002 - June 2013
United Retirement Plan Consultants, Marina del Rey, CA – Senior Retirement Plan Consultant

- They were formerly known as Benefit Planning, Inc.
- Heavy emphasis on Information Technology, I was the resident IT guru
- I had the largest assigned client base at the firm
- Team leader with a staff of seven

December 1995 - December 2002
Polycomp Administrative Services, Woodland Hills, CA – Senior Plan Administrator

- Polycomp was purchased by Ascensus in October of 2017
- Plan Administration and Consulting

December 1985 - December 1995
Actuaries Unlimited, Los Angeles – Plan Administrator

- Plan Administration and Consulting
- Designed a computer-based workflow tracking system still in use today

Education

My entire education was in Catholic Schools. I went to high school in Chicago at St. Ignatius, an inner city school and finished at Marist High School which was closer to my home. I went to college at St. John’s University earning a degree in Accounting and a minor in Theology. I took night classes at both Loyola and DePaul Law Schools in Chicago. Continuing education primarily in Tax Accounting and ERISA Law.
Profile

Paula Johnstone

Email Address

HOME ADDRESS

30
Number of years at above address:

40
Number of years in Concord:

40
Number of years in the county:

Mazzei Realty
Broker Associate
Realtor

Primary Phone
Alternate Phone

Mazzei Realty
Broker Associate
Realtor

Suite # C. Clayton, CA 94517

Which Boards would you like to apply for?

Commission on Aging: Submitted

If you are applying for more than one board, commission or committee please list your selections in priority order below. This will help the interviewing Council Committee know your preference when interviewing.

Commission on Aging
Question applies to Commission on Aging

The City of Concord Municipal Code, Chapter 2.20, Article III, Section 2.20.090 requires that at least 51 percent of the membership of the Commission on Aging shall be over the age of 60 years. Are you over the age of 60 years?

☐ Yes  ☐ No

Would you like to be contacted about future Board, Committee, or Commission recruitments?

☐ Yes  ☐ No

Interests and Experience

Please state your reason for applying, including qualifications for this position:

Since the election I decided to "get involved" locally. As a senior it is my responsibility to help others as it helps oneself. I was involved with interviewing and narration on 211- Seeking Shelter. Poverty and homelessness in Contra Costa County, California and the organizations and solutions that are making a difference.

Describe prior service on a board, commission, or any other community service or public body, indicate agency and explain what significant contributions you made:

I have been a realtor for over 35 years. I work with people in the community. I have communication, marketing and math skills which can transfer from business. I have public speaking experience as well as basic writing skills. I understand budget constraints. What a great way to use my knowledge to help other seniors in our community.

Education and Training
High School

Brockton High School, Brockton, Mass.

College

University of California at Los Angeles, B.A. Communication Studies. Film and TV Production. 1977

Technical/Vocational Training

Film, camera. I have taken advanced classes in sales, marketing, fair housing.

Certification or Other

Realtor Associate since 1980, Real Estate Broker 1987-present

TERMS OF ACCEPTANCE and SIGNATURE

Question applies to multiple boards

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I Agree *

Paula Johnstone
### Profile

<table>
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<tbody>
<tr>
<td>Karen</td>
<td>Novak</td>
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**HOME ADDRESS**

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<th>State</th>
<th>Postal Code</th>
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10
Number of years at above address:

61
Number of years in Concord:

61
Number of years in the county:

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<th>Primary Phone</th>
<th>Alternate Phone</th>
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Private Senior Care
Employer

In home health provider
Job Title

Health Provider
Occupation

6
Number of years at employer:

Various locations
Employer Address

**Which Boards would you like to apply for?**

Commission on Aging: Submitted

Question applies to multiple boards

If you are applying for more than one board, commission or committee please list your selections in priority order below. This will help the interviewing Council Committee know your preference when interviewing.
The City of Concord Municipal Code, Chapter 2.20, Article III, Section 2.20.090 requires that at least 51 percent of the membership of the Commission on Aging shall be over the age of 60 years. Are you over the age of 60 years?

☐ Yes  ☐ No

Would you like to be contacted about future Board, Committee, or Commission recruitments?

☐ Yes  ☐ No

**Interests and Experience**

**Question applies to multiple boards**

**Please state your reason for applying, including qualifications for this position:**

I've worked with many senior citizens over the past many years. I see the vast need to improve the quality of care for many senior citizens. I believe that our senior citizens don't know that there are programs that can possibly meet their needs. I'm very passionate about implementing some programs that would benefit our seniors.

**Question applies to multiple boards**

**Describe prior service on a board, commission, or any other community service or public body, indicate agency and explain what significant contributions you made:**

I haven't any prior experience serving on a board! However, my experience working with senior citizens makes up for that! I've cared for seniors for over a decade! I understand their needs, desires and issues. I've cared for my clients for years and have assisted Hospice in many cases.

**Question applies to multiple boards**

**Considering your experience and activities in business, labor, professional, social, or other organizations, indicate the experience, technical training, and/or skills which qualify you for an appointment on each desired board or commission:**

I have 20 years experience in sales & marketing. I'm a creative individual who loves a challenge! I have many attributes that I feel would benefit this board. I know when to speak up and when to listen! I'm passionate about helping the underprivileged (both humans and animals!). I feel that my personality would put a sparkle on your board! I've lived in a Concord for all of my 61 years!
Education and Training

High School

Clayton Valley High School

College

UC Berkeley

Technical/Vocational Training

Certificate in Phlebotomist

Certification or Other

Upload a Resume

TERMS OF ACCEPTANCE and SIGNATURE

Question applies to multiple boards

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Please Agree with the Following Statement

I understand that checking this box constitutes a legal signature confirming that I acknowledge and agree to the above Terms and Acceptance.

☑️ I Agree *

Karen J Novak

Electronic Signature - Please type your First and Last Name
Profile

Fuad  Omran
First Name  Last Name

Email Address

HOME ADDRESS

Street Address  Suite or Apt
City  State  Postal Code

36  Number of years at above address:

30  Number of years in Concord:

30  Number of years in the county:

Primary Phone  Alternate Phone

Retired  Bank Manager  Banker
Employer  Job Title  Occupation

32  Number of years at employer:

San Ramon  Employer Address

Which Boards would you like to apply for?

Commission on Aging: Submitted

Question applies to multiple boards
If you are applying for more than one board, commission or committee please list your selections in priority order below. This will help the interviewing Council Committee know your preference when interviewing.
Question applies to Commission on Aging

The City of Concord Municipal Code, Chapter 2.20, Article III, Section 2.20.090 requires that at least 51 percent of the membership of the Commission on Aging shall be over the age of 60 years. Are you over the age of 60 years?

☐ Yes  ☐ No

Would you like to be contacted about future Board, Committee, or Commission recruitments?

☐ Yes  ☐ No

Interests and Experience

Please state your reason for applying, including qualifications for this position:

Moved to Concord in 1987 and have seen the issues Concord has had to deal with during the difficult times and would like to be part of its re-birth; having been on the board for the last 24 months it has opened my eyes on how much more work there is to be done.

Describe prior service on a board, commission, or any other community service or public body, indicate agency and explain what significant contributions you made:

Considering your experience and activities in business, labor, professional, social, or other organizations, indicate the experience, technical training, and/or skills which qualify you for an appointment on each desired board or commission:

Education and Training

High School

Mission High School San Francisco CA
College
San Francisco State University San Francisco CA

Technical/Vocational Training

Certification or Other

TERMS OF ACCEPTANCE and SIGNATURE

Question applies to multiple boards

I, applicant for a City of Concord Board, Commission or Committee, warrant the truthfulness of the information provided in this application. I certify under penalty of perjury that I am a resident of the City of Concord and meet the eligibility requirements.

Please Agree with the Following Statement

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☐ I Agree *

Fuad Omran
Electronic Signature - Please type your First and Last Name
# Profile

Alex Silva

<table>
<thead>
<tr>
<th>First Name</th>
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<tbody>
<tr>
<td>Alex</td>
<td>Silva</td>
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## HOME ADDRESS

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<th>Postal Code</th>
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### Number of years

- 1.5 Number of years at above address:
- 1.5 Number of years in Concord:
- 22 Number of years in the county:

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**Wells Fargo**  
Employer

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<tr>
<th>Business Systems Consultant</th>
<th>Business Systems Consultant</th>
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<tr>
<td><strong>Employer Address</strong></td>
<td><strong>Job Title</strong></td>
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<tr>
<td>Wells Fargo</td>
<td>Business Systems Consultant</td>
</tr>
<tr>
<td>Business Systems Consultant</td>
<td>Occupation</td>
</tr>
</tbody>
</table>

- 2 Number of years at employer:

### Employer Address

1755 Grant Street, Concord CA

## Which Boards would you like to apply for?

- Commission on Aging: Submitted
- Parks, Recreation and Open Space Commission: Submitted
- Community Services Commission: Submitted
- Concord Pleasant Hill Health Care District Grant Committee: Submitted
If you are applying for more than one board, commission or committee please list your selections in priority order below. This will help the interviewing Council Committee know your preference when interviewing.

1. COMMUNITY SERVICES COMMISSION
2. PARKS, RECREATION AND OPEN SPACE COMMISSION
3. COMMISSION ON AGING
4. CONCORD PLEASANT HILL HEALTH CARE DISTRICT GRANT COMMITTEE

Would you be available for evening meetings?

- Yes
- No

The City of Concord Municipal Code, Chapter 2.20, Article III, Section 2.20.090 requires that at least 51 percent of the membership of the Commission on Aging shall be over the age of 60 years. Are you over the age of 60 years?

- Yes
- No

Would you like to be contacted about future Board, Committee, or Commission recruitments?

- Yes
- No

Interests and Experience

Please state your reason for applying, including qualifications for this position:

I'm applying to these Commissions because I want to make Concord a better place to live and to work. I feel that my years of experience, coupled with my perspectives as a young, immigrant, Concord-based professional, can be a boon to the city. Moreover, I want to give back to the community at large. While I pay my taxes like everyone else, I feel like I can be doing so much more, in bringing the best that I can be in service to the people and city of Concord.

Describe prior service on a board, commission, or any other community service or public body, indicate agency and explain what significant contributions you made:

I served in 2011 as the student representative to the Contra Costa Community College District's District Governance Council, as well as the Chairperson of the same council. The council consisted of all major constituencies within the county's community college system: students, faculty, classified staff, and administrators. The council as a whole reported to the elected Board of Trustees, and recommended several issues related to the governance of the district. As chairperson, I oversaw the agenda of meetings and the meetings themselves, as well as represented student interests and issues.
Considering your experience and activities in business, labor, professional, social, or other organizations, indicate the experience, technical training, and/or skills which qualify you for an appointment on each desired board or commission:

From 2014-2015, I managed and oversaw several political campaigns, coordinating communications, community relations, and fundraising efforts for various committees and candidates. For the past two years I have worked at Wells Fargo in a position that helped provide key strategic leadership across several initiatives.

Education and Training

High School

College Park High School, 2010

College

BA in Political Science University of California, Berkeley 2013 BS in Computer Science Oregon State University 2017

Technical/Vocational Training

Certification or Other

TERMS OF ACCEPTANCE and SIGNATURE

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I Agree *

Alexandre Silva

Electronic Signature - Please type your First and Last Name
PROFESSIONAL EXPERIENCE

AI Business Systems Consultant, Wells Fargo
08/2017-Present
- Business Consultant for developing AI, Machine Learning, and Natural Language Processing platforms and related endeavors
- Scrum Master for several projects using agile project management, using agile tools such as JIRA
- Assisted research, development, and implementation of the Wells Fargo BOT (WFBOT): an AI NLP chatbot leveraged to both internal and external users, into production and release
- Assisted management in overseeing the team and guiding the development process to ensure deliverables met
- Analysis of business and technical requirements and develop cost effective systems and solutions
- Helped oversee implementation of additional new business and technical systems
- Artificial Intelligence R&D: Best industry practices, nuances of the algorithmic logic, and architectural design
- Conducted end user regression testing of WFBOT to ensure highest quality product delivered to customers
- Demonstration of WFBOT to key internal stakeholders and executives
- Wrote several Functional Systems Design (FSD) documents and a Technical Requirement Document (TRD), both of which captured various systems designs and technical requirements, to be used in traceability to test plans and audits
- Wrote a comprehensive user guide for new and existing users of WFBOT’s administrative Console
- Helped manage payroll and finance of the team, ensuring fidelity between projected budgets and actual costs

Consultant, Philhour and Associates
01/2014-01/2015
- Consultant on several political campaigns from city-wide offices to national offices: developing and implementing strategies; assisting in the victory of several candidates through broad-based coalition-building and targeted marketing.
- Created and deployed social media, email, press, and general communication strategies for campaigns
- Coordinated event management, staffing and promotion
- Fundraised six-figure contributions for different candidates each quarter
- Performed extensive policy and data analysis for various political campaigns and candidates

Consultant, Californians for Responsible Economic Development
01/2013-01/2014
- Consultant on a Ballot Initiative Political Committee to manage day-to-day affairs and garner support for a statewide ballot initiative.
- Led political advocacy efforts with key allies in labor, the state legislature, and other outside groups.
- Wrote extensive policy briefs and white papers, performing a comprehensive policy, legal, and political analysis of the impact of the ballot initiative.
Oversaw press relations and mass marketing campaigns.

**Legislative Affairs Consultant, Diablo Valley College**  
06/2011-06/2012

- Key consultant in a leadership role in college-wide hiring committees that oversaw college budgets and staff hiring.
- Chaired the District Governance Council, a district-wide committee that reported directly to the Contra Costa County Board of Trustees of the Contra Costa Community College District.
- Conducted policy review, analysis, and recommendations on the level of impact it had to college stakeholders: students, faculty, classified staff, and management.
- Oversaw legislative outreach and advocacy at all levels of government for legislative measures and policies.

**SKILLS**

**Operating Systems:** Windows, UNIX, Linux, Virtual Machines  
**Languages, Scripts, Databases, Markups:**  
  - Java, C & C++, Python, Assembly x86  
  - bash, JavaScript, Typescript, PHP, nodejs  
  - HTML5, CSS  
  - SQL, MongoDB, Android SDK, OracleDB  
  - jQuery, AngularJS, Angular, React, APIs  
**APIs:** Wells Fargo APIs, Hogan Banking API, Facebook API, Google APIs, self-created APIs  
**Web Services:** AWS, Microsoft Azure, Google Cloud  
**Tools:** Visual Studio, Maven, shell, Android SDK, Eclipse  
**Testing services:** JUnit, Mockito, PIT Mutation Testing, Wells Fargo Testing Tools, self-created tools  
**Artificial Intelligence:** Microsoft Bot Framework, Natural Language Processing, LUIS, Power BI, Stanford NLP, Wells Fargo BOT  
**Blockchain:** R3 Corda  
**Wireframing:** myBalsamiq, Visio, Invision, and other interfaces  
**Project Development:** Agile, Scrum, Waterfall, JIRA, Speed-To-Market, other related SDLC tools  
**Documentation:** Functional Systems Documentation (FSD), Technical Requirement Documentation (TRD), Business Requirement Documentation (BRD), Architectural Documentation  
**Documentation tools:** MS Word, MS Office, MS Visio, Adobe PDF, MS Outlook

**AWARDS**

*Celeritifit Hack the Core 2017* – Innovator of the Year Award

**EDUCATION**

**Bachelor of Arts, Political Science** | University of California, Berkeley  
11/2013

**Bachelor of Science, Computer Science** | Oregon State University  
03/2017

**REFERENCES**

Senthil Subramanian, Analytics Manager, Wells Fargo  
Sudha Subramaniam, NLP Consultant, Wells Fargo
Profile

Pello Walker

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Email Address

HOME ADDRESS

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Number of years at above address:

Number of years in Concord:

Number of years in the county:

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Daily Digital Imaging

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</thead>
<tbody>
<tr>
<td></td>
<td>President</td>
<td>Marketing &amp; Printing</td>
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</tr>
</tbody>
</table>

Number of years at employer:

Which Boards would you like to apply for?

Commission on Aging: Submitted

Question applies to multiple boards

If you are applying for more than one board, commission or committee please list your selections in priority order below. This will help the interviewing Council Committee know your preference when interviewing.
The City of Concord Municipal Code, Chapter 2.20, Article III, Section 2.20.090 requires that at least 51 percent of the membership of the Commission on Aging shall be over the age of 60 years. Are you over the age of 60 years?

- Yes  - No

Would you like to be contacted about future Board, Committee, or Commission recruitments?

- Yes  - No

Interests and Experience

Please state your reason for applying, including qualifications for this position:

I sit on a non-profit Board based in Alameda that works with at risk frail seniors to keep them in their homes. I am interested in serving on a board or commission in the community that I live in.

Describe prior service on a board, commission, or any other community service or public body, indicate agency and explain what significant contributions you made:

Considering your experience and activities in business, labor, professional, social, or other organizations, indicate the experience, technical training, and/or skills which qualify you for an appointment on each desired board or commission:

I am currently serving as Vice Chair and head up major gifts and donors. As well I have an 83 year old Mother.

Education and Training

High School

Iowa City High School, Iowa City, Iowa.
College

UC Berkeley

Technical/Vocational Training

Certification or Other

Upload a Resume

TERMS OF ACCEPTANCE and SIGNATURE

Question applies to multiple boards

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I understand that checking this box constitutes a legal signature confirming that I acknowledge and agree to the above Terms and Acceptance.

☑️ I Agree *

Pello Walker

Electronic Signature - Please type your First and Last Name
Péllio Walker

President of Daily Digital Imaging a “Certified Green” Direct Marketing, Print and Mail Company

Vision / Ideas / Leadership

An accomplished public speaker, mentor and gourmet cook, Péllio relishes the role of creating epicurean delights and derives immense satisfaction from mentoring. In business Péllio is known for his tireless energy and a producer helping create successful campaigns for elected officials and marketing products & services for companies, a moderator and facilitator of C-level master mind groups and as President of Daily Digital Imaging. Quite simply Péllio makes things happen.

Péllio brings 20 years of creative ideas and information industry experience to Daily Digital Imaging. Here he is the lead idea creator in the development of bringing products and services to market and is available should a client need his help.

Péllio is widely recognized for his leadership role in Daily Digital Imaging’s work with businesses both large and small. In 2007 he was asked to join several non-profit boards and is in demand to speak regularly at institutions of higher learning, conferences and organizations.

As a moderator and facilitator of master mind groups since 1998, he has gained valuable insights into strategic issues and marketing challenges that many companies face. Today, he applies this essential knowledge to client programs and projects.

Péllio is a pioneer in personalizing direct marketing messages that have customers buy now and buy more often that typically result in double digit response rates for clients with 800% ROI.

Péllio is an MC for many non-profit fund raisers, enjoys hiking, attending performing arts performances, travelling, is an avid reader and enjoys entertaining by cooking for family, friends and business colleagues and is a U. S. Army veteran – honorably discharged and is CERT (Certified Emergency Response Trained) Trained.
Subject: Interview applicants for the Concord/Pleasant Hill Health Care District Grant Committee for two positions with terms ending June 30, 2023

Report in Brief
The Recreation Cultural Affairs, and Community Services Committee will hold interviews for two positions on the Concord/Pleasant Hill Health Care District Grant Committee with terms ending June 30, 2023.

Recommended Action
Hold interviews for the Commission on Aging and make recommendations to the City Council for appointment.

Background
In accordance with Policy and Procedure No. 89, an announcement was made on March 26, 2019, to fill two positions on the Concord/Pleasant Hill Health Care District Grant Committee. Applications were due on Friday, April 26, 2019, at 5 p.m. The terms of Marshall Lewis and Norbert Schuff expire on June 30, 2019. The Concord/Pleasant Hill Health Care District Grant Committee is seeking two members to serve four-year terms ending June 30, 2023.

The Concord/Pleasant Hill Health Care District Grant Committee is comprised of five members from the City of Concord and two members from the City of Pleasant Hill. The Committee members review funding requests and advise the City Council on the
allocation of Concord/Pleasant Hill Health Care District funds. All members must be residents of Concord who hold no other office in the City and shall be representative of the general public and the religious, racial, age, gender, disabled, and ethnic groups in the City.

Applications were received from three individuals. In addition to receiving an application from incumbent Norbert Schuff, applications were received from Colleen Isenberg and Alex Silva. At their meeting on May 22, 2019, the Committee reviewed the applications and decided to consider all three applicants. The incumbent will not be interviewed.

Appointments are tentatively scheduled for the June 25, 2019, regular City Council meeting.

Public Contact
The Agenda was posted.

Attachments
1. Concord/Pleasant Hill Health Care District Grant Committee Applicant Summary
2. Concord/Pleasant Hill Health Care District Grant Committee Details
3. Concord/Pleasant Hill Health Care District Grant Committee Applications
## 2019 Concord/Pleasant Hill Health Care District Grant Committee Applicants for Interviews

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<tr>
<td>Colleen Isenberg</td>
<td>Contra Costa County</td>
<td>Government Representative</td>
</tr>
<tr>
<td>*Norbert Schuff</td>
<td>Retired</td>
<td>Scientist, Professor of Radiology</td>
</tr>
<tr>
<td>Alex Silva</td>
<td>Wells Fargo</td>
<td>Business Systems Consultant</td>
</tr>
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*Incumbent - Not Interviewing
PERTINENT INFORMATION ON THE
CONCORD/PLEASANT HILL HEALTH CARE DISTRICT

The City of Concord’s Community Grants Program provides funding for programs that benefit our community. The Concord/Pleasant Hill Health Care District (CPHHCD) grants committee is an integral part of the decision making process in funding these programs.

The City is the subsidiary district of the CPHHCD, which receives revenue through property taxes to fund health related programs and services for Concord and Pleasant Hill residents. These programs include nutrition services and healthy eating, support for victims of domestic violence, hospice care, meal delivery for homebound seniors and outreach services for the homeless. The Concord City Council serves as the Board of Directors. Funding is anticipated to be approximately $250,000/year for the next five years.

The main responsibility of the CPHHCD grant committee is to review and rate applications and make funding recommendations to the Board.

Currently, the CPHHCD grant process runs in a two-year funding cycle followed by a three year cycle. The first year of each cycle is time intensive as typically 35 – 50 applications are reviewed, rated and selected for recommended funding. The second or third year, meetings are held as needed, generally every two to three months.

The regular meeting of the CPHHCD grant committee is on the third Wednesday of the month from 5:00 to 7:00 p.m. Additional special meetings are scheduled as needed. Attendance at two or three Council meetings over the course of the year is also encouraged.

We recognize that this is a demanding schedule, but the process of evaluating and funding proposals is such that missing a meeting means that you are missing out on important information that is critical to reaching your decision.
Profile

Colleen Isenberg

Email Address

HOME ADDRESS

Street Address

Suite or Apt

City

State

Postal Code

3

Number of years at above address:

3

Number of years in Concord:

7

Number of years in the county:

Primary Phone

Alternate Phone

Contra Costa County

Field Representative

Government Representative

Employer

Job Title

Occupation

2 years

Number of years at employer:

2151 Salvio Street, Concord, CA 94520

Employer Address

Which Boards would you like to apply for?

Community Services Commission: Submitted
Concord Pleasant Hill Health Care District Grant Committee: Submitted

Question applies to multiple boards

If you are applying for more than one board, commission or committee please list your selections in priority order below. This will help the interviewing Council Committee know your preference when interviewing.

I would prefer the Community Services Commission, but I am interested in both.
Would you be available for evening meetings?

☐ Yes  ☐ No

Would you like to be contacted about future Board, Committee, or Commission recruitments?

☐ Yes  ☐ No

Interests and Experience

Please state your reason for applying, including qualifications for this position:

I would like to use my expertise working at various levels of government to improve the city where I live, work, and play. I want to support the city council to help our community to continue to responsibly grow, maintain our city’s diversity, and create more good paying jobs close to home. In January of 2016, my husband and I bought our first house in Concord. We chose to buy our home here because we wanted a diverse community, with bountiful amenities, good restaurants, plenty of parks, rich community events, farmers markets, useful stores, easy access to BART and the freeway, and had the house we could afford. We chose to make Concord our permanent home, where we could settle as a young family. In addition to living in Concord, I also work in Todos Santos Plaza. I spend a majority of my time in Concord and the surrounding area. I have an invested interest in seeing this community thrive. I have spent seven years working for elected officials on the federal, state, and county levels across Contra Costa County. I have worked on a wide range of issues including health, housing and homelessness, fire services and reentry systems. As a young woman who lives and works in Concord, I would like to contribute to the future of the city and support this city council with my expertise.
Describe prior service on a board, commission, or any other community service or public body, indicate agency and explain what significant contributions you made:

While I have not served on a board or commission, I have worked as a public servant for the last seven years. I was an intern with Contra Costa County and the California State Assembly. I have been employed by the California State Senate, the U.S. House of Representatives, and now Contra Costa County. In my roles, I have served various elected officials as an adviser and represented the interests of the communities I have worked in and for. I believe serving on a local Commission is a natural next step as look to give back to my community. In my capacity as field and district representatives for several elected officials in Contra Costa County, I have made significant contributions in helping the elected officials develop and maintain an established presence in their region. I informed them of local projects and how they may get involved, and connected constituents to government agencies for assistance. From September 2013 to March 2017, I worked for Congressman Jerry McNerney as his Field Representative for East Contra Costa County. When I started in his office, East County was a new part of his district and he did not have established community relationships or a strong presence. During my tenure, I established and maintained important relationships with city officials, veterans, farmers, service organizations, Chambers of Commerce, and other core parts of the community. By the time I left the office, the Congressman was receiving proactive invitations to events and was included in local decision-making. I used the relationships I had built to give the congressman a view of the ‘big picture’ and advised him on what long term goals for the area should and could be. I kept the Congressman apprised of just about everything going on in the communities of Brentwood, Antioch, Oakley, Byron, and Discovery Bay. I organized and executed several events to connect constituents with federal agencies and the services that they provide. I also organized the annual “Holiday Cards for the Troops” Program, where our office would accept cards and letters from the district to be sent to troops to uplift their spirits during the holiday season. Additionally, I ran our tax form and booklet program. Over the last few years, the IRS instituted a policy to save paper and limited the number of tax instruction booklets and forms they would print. However, our district had many senior citizens who, for various reasons, were unable to use a computer to do their taxes. I worked with the IRS to make sure our office had a supply of the forms, as well as instructions that our constituents would need. I would listen to the needs of the East County community and helped them receive federal assistance. Starting in March 2017, I began working for Contra Costa County Supervisor Karen Mitchoff. The main reasons I made the move to the County was so that I could work in the community where I live. To serve the residents where you experience daily life is a unique privilege. The primary difference is that you experience many of the same challenges (and opportunities) as other constituents. My current outreach role is now exclusively focused on the communities of Concord, Walnut Creek, Pleasant Hill, and Clayton. My current responsibilities include working on the county’s reentry process, housing and its health services, as well as mental health and the Fire District. One of my priorities has been to raise general awareness about county services. I advise and provide the supervisor with background information on a number of recent issues, including Stand Together Contra Costa, new businesses coming to our community, homelessness and affordable housing. In this advisory capacity, I believe I can contribute to the City of Concord by examining the facts and making informed recommendations to the council.
Question applies to multiple boards

Considering your experience and activities in business, labor, professional, social, or other organizations, indicate the experience, technical training, and/or skills which qualify you for an appointment on each desired board or commission:

I think the following makes me a unique asset to the Community Service Commission 1. I have worked on housing challenges on the federal, state and county level government. I have assisted individuals with saving their homes from foreclosure, navigating the section 8 housing process and landlord tenant resources. I have seen the changes in our community and understand the need to provide housing for everyone of all income levels and the challenge that presents. 2. I understand the complexity of affordable housing projects. Most affordable housing projects take 5 to 7 years to build and require multiple partners to accomplish the work. In Contra Costa County on average it cost about $600,000 to provide one unit of affordable housing. However projects are necessary to ensure every level of income has a place to live. 3. I have experience working with our community nonprofits. Having worked across the county, Concord has number of nonprofit resources that provide everything from a food pantry, after school tutoring, a shuttle service and senior legal resources. These nonprofits are a great asset and I have worked to developed relationships with many of them. Concord/Pleasant Hill Health Care District Grant Committee

skills/training: 1. I work directly with our County Health Services on daily basis. Health isn’t just going to doctor. Health Care encompasses housing, mental health, environmental health, etc. 2. One of the most prominent issues I work is homelessness. I work directly with the H3 (Health Housing and Homelessness Homelessness Division within health services. Housing insecurity can affect individuals health drastically. I work to address many issues ranging from helping individuals get connected to mental health services and the food bank to clean up our creeks due to the encampments. 3. Due to the nature of my day job I work closely with our local care plans (John Muir and Kaiser), East Bay Leadership Health Care Task Force and the County’s mental health services. These relationship would be beneficial in background understanding of various organizations as they apply for grants. In summary, my relationships within Concord, my problem-solving skills, my understanding of the roles and levels of government and my dedication to my community, have prepared me to play an active role in my community and advise this council to the best of my ability. Thank you for your consideration and I look forward to continuing to serve the Concord community.

Education and Training

High School

St. Lucy’s Priory High School - Glendora, CA - received High School Diploma in May of 2003

College

University of California, Irvine Graduated June 2007 • Bachelor of Arts in Political Science, Minor in Religious Studies • Certificate in Middle East Studies, UC Rome Program, UCDC Internship Program

Technical/Vocational Training
I, applicant for a City of Concord Board, Commission or Committee, warrant the truthfulness of the information provided in this application. I certify under penalty of perjury that I am a resident of the City of Concord and meet the eligibility requirements.

Please Agree with the Following Statement

I understand that checking this box constitutes a legal signature confirming that I acknowledge and agree to the above Terms and Acceptance.

☐ I Agree *

Colleen A. Isenberg
EXPERIENCE

Field Representative
CONTRA COSTA COUNTY SUPERVISOR KAREN MITCHOFF
Concord, CA
03/17 - Present
- Attend community events on behalf of the supervisor
- Address constituent concerns regarding county issues including roads, homelessness, land use issues, illegal dumping, housing, fire prevention and public safety
- Resolve constituent communication problems with county departments
- Develop relationships with local, state and federal officials, veterans, local business owners, chambers of commerce and nonprofits
- Staffed the Contra Costa Centre Municipal Advisory Council (MAC) which provides recommendations to the supervisor regarding business, land use and road issues around the Contra Costa Centre/ Pleasant Hill Bart Station

Field Representative
CONGRESSMAN JERRY MCNERNEY
Antioch, CA
09/13 – 03/17
- Planned and executed district events including business expos, issue forums, roundtable discussions and community townhalls
- Helped to solve constituent communication problems with the U.S. Citizenship and Immigration Services.
- Coordinated outreach and organized the Annual Holiday Cards for Our Troops Program and the Congressional Art Competition
- Raised community awareness about the services the district office provides
- Networked to connect with individuals and raise the congressman’s profile locally

Intern
SUPERVISOR KAREN MITCHOFF
Concord, CA
03/13 - 08/13
- Responded to constituents about their county concerns, including gas station fees, wild vegetation growth and land use issues
- Researched food truck ordinances and trash company contracts for background information in contract negotiations and potential ordinance changes

District Representative
SENATOR MARK DESAULNIER
Walnut Creek, CA
06/12 - 11/12
- Responded to letters related to housing, transportation and local business
- Advocated on behalf of constituents with mortgage lenders by assisting with communications in the loan modification process and preventing foreclosures
- Communicated regulations set by business licensing and consumer protection agencies to small businesses

EDUCATION
University of California, Irvine
9/03 - 06/07
- Bachelor of Arts in Political Science, Minor in Religious Studies
Norbert Schuff

Profile

Email Address

HOME ADDRESS

Norbert Schuff

City of Concord

Profile

First Name

Last Name

Number of years at above address:

Number of years in Concord:

Number of years in the county:

Number of years at employer:

Which Boards would you like to apply for?

Concord Pleasant Hill Health Care District Grant Committee: Submitted

If you are applying for more than one board, commission or committee please list your selections in priority order below. This will help the interviewing Council Committee know your preference when interviewing.

I am applying for the Healthcare district grant committee only
Would you be available for evening meetings?

☐ Yes  ☐ No

Would you like to be contacted about future Board, Committee, or Commission recruitments?

☐ Yes  ☐ No

**Interests and Experience**

Question applies to multiple boards

Please state your reason for applying, including qualifications for this position:

As for my qualification, I have been working in the field of healthcare as a researcher for the past 25 years; I have extensive experience in reviewing grant applications in healthcare; Furthermore, I served on institutional review boards in medical research and drug trials for 11 years. Though I am a PhD researcher and not a medical doctor, I have dedicated my professional career to improving healthcare. I recently retired from my job at the VA Medical Center and University of California in San Francisco and moved to Concord a little more than a year ago. I am thrilled about the opportunity to serve the community in Concord given my expertise, especially in healthcare.

Question applies to multiple boards

Describe prior service on a board, commission, or any other community service or public body, indicate agency and explain what significant contributions you made:

I

Question applies to multiple boards

Considering your experience and activities in business, labor, professional, social, or other organizations, indicate the experience, technical training, and/or skills which qualify you for an appointment on each desired board or commission:

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**Education and Training**
High School

High School education in Germany completed in 1974

College

University of Heidelberg Germany, Master degree in Physics and Astronomy
University of Heidelberg Germany, PhD in Physics

Technical/Vocational Training

30+ years expertise in developing medical devices, i.e. MRI and diagnostic techniques. Expertise in medical imaging, studies of brain disorders, expertise in grant reviews, national and international
11 years member of the Internal Review Board of human research at UCSF
3 years Director of an online non-profit organization (Etalia Inc.)

Certification or Other

Upload a Resume

TERMS OF ACCEPTANCE and SIGNATURE

Question applies to multiple boards

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Please Agree with the Following Statement

I understand that checking this box constitutes a legal signature confirming that I acknowledge and agree to the above Terms and Acceptance.

☑ I Agree *

Norbert Schuff

Electronic Signature - Please type your First and Last Name
Norbert Schuff, Ph.D.
Professor Emeritus UCSF

EDUCATION

1975 – 1978 University of Heidelberg, Germany, B.Sc., Physics & Astronomy
1981 – 1983 University of Heidelberg, Germany, PhD., Physics

Postgraduate Training

1983 – 1984 Institute of Molecular Physics, National Academy of Sciences, Poznan, Poland Research Assistant
1993 – 1993 UCSF, Radiology Postdoctoral Fellow

EMPLOYMENT

1984 – 1989 Bruker Medical Technology, Karlsruhe, Germany R&D Scientist
1990 – 1992 Varian NMR Instruments, Palo Alto, USA R&D Scientist
1993 – 2016 University of California and Veteran Affairs Medical Center, San Francisco Medical Research Scientist, Professor of Radiology

HONORS AND AWARDS

1998 Research Project Award, Alzheimer’s Diseases Association USA
2002/03 Friedrich Merz Foundation Guest-Professorship, Johann Wolfgang Goethe University Frankfurt, Germany
PROFESSIONAL ACTIVITIES

2003 – 2015 Committee of Human Research UCSF, Board Member
2004 – 2016 Ad-hoc reviewer for 50+ international science journals

GOVERNMENT AND OTHER PROFESSIONAL SERVICES

2001- 2014 California Department of Health Services Grant Review Panel
2003 Institute of Diabetes and Digestive and Kidney Diseases Ad-hoc Grant Review Committee
2006 NIA Special Emphasis Panel “Aging, Cognitive Decline and AD” Ad-hoc Grant Review Committee
2006 Department of Defense Investigator Day Presenter
2007 Grant Reviews United Kingdom Parkinson’s Society England Ad-hoc reviewer
2008 - 2016 Grant Review Panel MJ Fox Foundation for Parkinson’s disease Ad-hoc reviewer
2009 Grant Review Panel United Kingdom Medical Research Counsel (MRC). Council's Triage: Neurosciences and Mental Health Board Ad-hoc reviewer
2009 National Institute of Health RFA Challenge Grants Ad-hoc reviewer
2009 National Institute on Aging ARRA Go-Grant Program Ad-hoc reviewer
2009 NIA ARRA Aging Grant Program Ad-hoc reviewer
2009 Grant Review Panel MJ Fox Foundation for Parkinson’s Research Reviewer
2009 Science Foundation of Ireland Reviewer
2010 NIH Clinical Neuroscience and Neurodegeneration study section Member
2010 - 2015 Steering Committee Member of the Parkinson’s Progression Markers Initiative Member
Profile

Alex Silva

Email Address

HOME ADDRESS

1.5
Number of years at above address:

1.5
Number of years in Concord:

22
Number of years in the county:

Primary Phone
Alternate Phone

Wells Fargo
Employer

Business Systems Consultant
Job Title

Business Systems Consultant
Occupation

2
Number of years at employer:

1755 Grant Street, Concord CA
Employer Address

Which Boards would you like to apply for?

Commission on Aging: Submitted
Parks, Recreation and Open Space Commission: Submitted
Community Services Commission: Submitted
Concord Pleasant Hill Health Care District Grant Committee: Submitted
If you are applying for more than one board, commission or committee please list your selections in priority order below. This will help the interviewing Council Committee know your preference when interviewing.

1. COMMUNITY SERVICES COMMISSION
2. PARKS, RECREATION AND OPEN SPACE COMMISSION
3. COMMISSION ON AGING
4. CONCORD PLEASANT HILL HEALTH CARE DISTRICT GRANT COMMITTEE

Would you be available for evening meetings?

- Yes  - No

The City of Concord Municipal Code, Chapter 2.20, Article III, Section 2.20.090 requires that at least 51 percent of the membership of the Commission on Aging shall be over the age of 60 years. Are you over the age of 60 years?

- Yes  - No

Would you like to be contacted about future Board, Committee, or Commission recruitments?

- Yes  - No

**Interests and Experience**

Please state your reason for applying, including qualifications for this position:

I'm applying to these Commissions because I want to make Concord a better place to live and to work. I feel that my years of experience, coupled with my perspectives as a young, immigrant, Concord-based professional, can be a boon to the city. Moreover, I want to give back to the community at large. While I pay my taxes like everyone else, I feel like I can be doing so much more, in bringing the best that I can be in service to the people and city of Concord.

Describe prior service on a board, commission, or any other community service or public body, indicate agency and explain what significant contributions you made:

I served in 2011 as the student representative to the Contra Costa Community College District's District Governance Council, as well as the Chairperson of the same council. The council consisted of all major constituencies within the county's community college system: students, faculty, classified staff, and administrators. The council as a whole reported to the elected Board of Trustees, and recommended several issues related to the governance of the district. As chairperson, I oversaw the agenda of meetings and the meetings themselves, as well as represented student interests and issues.
Considering your experience and activities in business, labor, professional, social, or other organizations, indicate the experience, technical training, and/or skills which qualify you for an appointment on each desired board or commission:

From 2014-2015, I managed and oversaw several political campaigns, coordinating communications, community relations, and fundraising efforts for various committees and candidates. For the past two years I have worked at Wells Fargo in a position that helped provide key strategic leadership across several initiatives.

## Education and Training

### High School

College Park High School, 2010

### College

BA in Political Science University of California, Berkeley 2013 BS in Computer Science Oregon State University 2017

### Technical/Vocational Training

### Certification or Other

## TERMS OF ACCEPTANCE and SIGNATURE

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Please Agree with the Following Statement

I understand that checking this box constitutes a legal signature confirming that I acknowledge and agree to the above Terms and Acceptance.

☑️ I Agree *

Alexandre Silva

Electronic Signature - Please type your First and Last Name
PROFESSIONAL EXPERIENCE

AI Business Systems Consultant, Wells Fargo
08/2017-Present

- Business Consultant for developing AI, Machine Learning, and Natural Language Processing platforms and related endeavors
- Scrum Master for several projects using agile project management, using agile tools such as JIRA
- Assisted research, development, and implementation of the Wells Fargo BOT (WFBOT): an AI NLP chatbot leveraged to both internal and external users, into production and release
- Assisted management in overseeing the team and guiding the development process to ensure deliverables met
- Analysis of business and technical requirements and develop cost effective systems and solutions
- Helped oversee implementation of additional new business and technical systems
- Artificial Intelligence R&D: Best industry practices, nuances of the algorithmic logic, and architectural design
- Conducted end user regression testing of WFBOT to ensure highest quality product delivered to customers
- Demonstration of WFBOT to key internal stakeholders and executives
- Wrote several Functional Systems Design (FSD) documents and a Technical Requirement Document (TRD), both of which captured various systems designs and technical requirements, to be used in traceability to test plans and audits
- Wrote a comprehensive user guide for new and existing users of WFBOT’s administrative Console
- Helped manage payroll and finance of the team, ensuring fidelity between projected budgets and actual costs

Consultant, Philhour and Associates
01/2014-01/2015

- Consultant on several political campaigns from city-wide offices to national offices: developing and implementing strategies; assisting in the victory of several candidates through broad-based coalition-building and targeted marketing.
- Created and deployed social media, email, press, and general communication strategies for campaigns
- Coordinated event management, staffing and promotion
- Fundraised six-figure contributions for different candidates each quarter
- Performed extensive policy and data analysis for various political campaigns and candidates

Consultant, Californians for Responsible Economic Development
01/2013-01/2014

- Consultant on a Ballot Initiative Political Committee to manage day-to-day affairs and garner support for a statewide ballot initiative.
- Led political advocacy efforts with key allies in labor, the state legislature, and other outside groups.
- Wrote extensive policy briefs and white papers, performing a comprehensive policy, legal, and political analysis of the impact of the ballot initiative.
Oversaw press relations and mass marketing campaigns.

Legislative Affairs Consultant, Diablo Valley College
06/2011-06/2012

Key consultant in a leadership role in college-wide hiring committees that oversaw college budgets and staff hiring.
Chair the District Governance Council, a district-wide committee that reported directly to the Contra Costa County Board of Trustees of the Contra Costa Community College District.
Conducted policy review, analysis, and recommendations on the level of impact it had to college stakeholders: students, faculty, classified staff, and management.
Oversaw legislative outreach and advocacy at all levels of government for legislative measures and policies.

SKILLS

Operating Systems: Windows, UNIX, Linux, Virtual Machines

Languages, Scripts, Databases, Markups:
  Java, C & C++, Python, Assembly x86
  bash, JavaScript, Typescript, PHP, nodejs
  HTML5, CSS
  SQL, MongoDB, Android SDK, OracleDB
  JQuery, AngularJS, Angular, React, APIs

APIs: Wells Fargo APIs, Hogan Banking API, Facebook API, Google APIs, self-created APIs

Web Services: AWS, Microsoft Azure, Google Cloud

Tools: Visual Studio, Maven, shell, Android SDK, Eclipse

Testing services: JUnit, Mockito, PIT Mutation Testing, Wells Fargo Testing Tools, self-created tools

Artificial Intelligence: Microsoft Bot Framework, Natural Language Processing, LUIS, Power BI, Stanford NLP, Wells Fargo BOT

Blockchain: R3 Corda

Wireframing: myBalsamiq, Visio, Invision, and other interfaces

Project Development: Agile, Scrum, Waterfall, JIRA, Speed-To-Market, other related SDLC tools


Documentation tools: MS Word, MS Office, MS Visio, Adobe PDF, MS Outlook

AWARDS
Celeritifit Hack the Core 2017 - Innovator of the Year Award

EDUCATION
Bachelor of Arts, Political Science | University of California, Berkeley
11/2013
Bachelor of Science, Computer Science | Oregon State University
03/2017

REFERENCES
Senthil Subramaniam, Analytics Manager, Wells Fargo
Sudha Subramaniam, NLP Consultant, Wells Fargo