

# L.A. County Workforce Development Board (WDB) Member

## BIOGRAPHIES

### REPRESENTATIVES OF BUSINESS

#### CARLOS ADAME



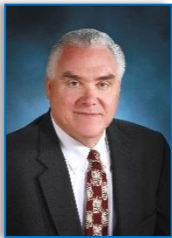
Carlos Adame is the Vice President of Human Resources at AltaMed. He previously served as Regional Vice President of Human Resources with United Healthcare. He is a member of the Society of Human Resources Management. AltaMed is one of the fastest growing health care providers in the southern California region with locations throughout L.A. County. He received an MBA from UC Irvine and a B.A. in Business Administration from CSU Fullerton. Mr. Adame was nominated by the Hollywood Chamber of Commerce.

#### RUSSELL BARNARD



Russell Barnard is President of the Hospitality Industry Management Group (HIMG), the operating company for Rusty's Surf Ranch, now in its 22nd year on the Santa Monica Pier, and other industry related activities. Mr. Barnard's previous hospitality industry experience includes concept development and operation of Santa Monica restaurants such as The Tavern on Main, The Atrium Espresso Bar Café, and the Ocean Park Omelet Parlor. Mr. Barnard was an Instructor in the Department of Communications at Stanford and an Assistant Professor of Journalism at CSU Northridge. Mr. Barnard was nominated by Supervisor Kuehl and the Pier Lessees' Association.

#### RANDY BOWERS



Randy C. Bowers is the President and CEO of Malaga Bank, which has been serving the residents of the South Bay for over 30 years. He currently serves on the Board of Trustees and as Chairman of the Finance Committee for Marymount California University. He is the past Chairman of both the Palos Verdes Peninsula and San Pedro Chambers of Commerce, and is still a member of the Board of Directors for the San Pedro Chamber. Mr. Bowers was nominated by Supervisor Knabe and the San Pedro Chamber of Commerce.

#### JOSE GARDEA



Jose Gardea is the President of Urbanism Advisors. Urbanism Advisors facilitates, develops and implements action plans for economic and business development through Public/Private Partnerships. He previously served for 12 years as Chief of Staff for the First Council District of the City of Los Angeles, and was a Senior Field Deputy for 6 years prior to that. He received a B.S. in Political Science from UCLA. Mr. Gardea was nominated by the Valley Economic Development Center.

### **CINDE M. MACGUGAN-CASSIDY**



Cinde M. MacGugan-Cassidy is the President of Catalina Business Services, Inc., a provider of accounting services, human resources management, structural establishment, business planning, administrative solutions, and general organizational development for business clients. Ms. MacGugan-Cassidy is an elected member of the Avalon City Council. She has prior experience as a small business and non-profit finance consultant specializing in organizational development, financial management, strategic planning and accounting. She received a B.S. in Business Management. Ms. MacGugan-Cassidy was nominated by Supervisor Knabe and the Catalina Island

Chamber of Commerce.

### **JOANNE PETERSON**



Joanne Peterson is the Executive Officer of Human Resources at L.A. County Metropolitan Transportation Authority. Ms. Peterson has many years of professional experience and has become a respected leader in public sector human resources, a sought-after public speaker and author. Ms. Peterson received an MPA from the University of Washington, an Associate Degree in Occupational Therapy, and Certification in Strategic Leadership from the Dominican University of California. She previously served as a member of the Marin County Workforce Investment Board. She was nominated by the L.A. Area Chamber of Commerce.

### **HOLLY SCHROEDER, *Vice Chair***



Holly Schroeder is the President and CEO of the Santa Clarita Valley Economic Development Corporation (SCVEDC). Ms. Schroeder has over 20 years of management experience and executive experience in private sector, governmental, and non-profit organizations. Ms. Schroeder received an M.S. in Applied Information Management from the University of Oregon, and a B.A. in Chemistry and French from St. Olaf College. She was nominated by Supervisor Antonovich and the SCVEDC as a Business Representative.

### **ERICK VERDUZCO-VEGA, *Chair***



Erick Verduzco-Vega is the President of the South Bay Latino Chamber of Commerce (SBLCC) which has over 200 small business members located throughout the County and he is also a business owner and entrepreneur. He served as an appointee of the 2nd District and was Vice Chair of the L.A. County Workforce Investment Board. He currently serves on the City of Long Beach Planning Commission. Mr. Verduzco-Vega received a B.S. in Finance, Real Estate and Law from CSU Long Beach. He was nominated by Supervisor Ridley-Thomas and the SBLCC.

### **DR. MICHELLE YANEZ**



Dr. Michelle Yanez is the Director of Education Pathways at the San Gabriel Valley Economic Partnership. In this role, Dr. Yanez works collaboratively with Pasadena City College, Citrus College, Mt. SAC, Rio Hondo College and the L.A. County WDB on regional plans under WIOA. She has extensive professional experience in economic and workforce development, in both the public and private sectors, beginning in 1998 when she served as the Executive Director of the East Los Angeles Chamber of Commerce. She currently sits on the Board of Regents for the Southern California University of Health Sciences and the Skills Organization, both in Whittier. She obtained a doctorate of Educational Leadership from CSU Long Beach, a Masters of Public Administration from USC and a Bachelor of Arts in

English from CSU L.A. Dr. Yanez was nominated by the San Gabriel Valley Economic Partnership.

## REPRESENTATIVES OF THE WORKFORCE

### AIDA BARRAGAN



Aida Barragan is the Executive Director of the Building Skills Partnership, a statewide organization that works to improve the quality of life for property service workers by increasing their skills, access to education, and opportunities for career and community advancement. Prior to her current role, she served as Staff Director with the Service Employees International Union – United Service Workers West for more than 10 years. She previously served as a Labor Representative on both the L.A. County and L.A. City Workforce Investment Boards. She received her B.A. from UCLA and her A.A. from Santa Monica College. Ms. Barragan was nominated by the L.A. County Federation of Labor to serve as a Representative of Labor and the Workforce.

### LOLA SMALLWOOD CUEVAS



Lola Smallwood Cuevas is a Project Director for the UCLA Labor Center, and is volunteers at the Los Angeles Black Worker Center, the first worker center in California focused on solving the black job crisis by building power among black workers to create greater access to quality jobs, addressing employment discrimination, and transforming industries that employ black workers. She previously served on the L.A. County Workforce Investment Board. Ms. Cuevas was nominated by Supervisor Ridley-Thomas and the L.A. County Federation of Labor to serve as a Representative of Labor and the Workforce.

### SHOMARI DAVIS



Shomari Davis is a Business Representative with the International Brotherhood of Electric Workers –(IBEW) Local 11. In this capacity he works to expand employment opportunities for L.A. County residents in the building trades and serves as a liaison between labor and management on construction projects. He received an Associate of Sciences Degree in Electrical Technology in 1988 from Pasadena City College. He previously served on both the L.A. County and L.A. City Workforce Investment Boards. Mr. Davis was nominated by the L.A. County Federation of Labor to serve as a Representative of Labor and the Workforce.

### CORINNE SANCHEZ



Corinne Sanchez is the President and CEO of El Proyecto del Barrio, Inc. a non-profit organization that provides comprehensive health, employment, childcare development, HIV outpatient medical and education, youth and rehabilitative services to the underserved communities throughout L.A. County. Ms. Sanchez served as an appointee of the 1<sup>st</sup> District on the L.A. County WIB. She has over 37 years of experience in Non-Profit Organization Administration. She received a JD from the San Fernando College of Law and a B.A. from CSU Long Beach. Ms. Sanchez was nominated by Supervisor Solis as a Representative of the Workforce.

### LAURIE TRAKTMAN



Laurie Traktman has served as a labor attorney in Los Angeles for over 20 years. She serves on the Board of Directors for the California Conservation Corps Foundation where her work is focused on expanding employment opportunities for California's disconnected youth and young adults with barriers to education and employment. Ms. Traktman served as an appointee of the 1<sup>st</sup> District on the L.A. County WIB. She recently joined the Advisory Board of the Los Angeles Alliance of a New Economy, an organization that addresses the challenges of working poverty, inadequate healthcare and polluted communities. Ms. Traktman received a JD from USC and a BA from Barnard College of Columbia University. She was nominated by Supervisor Solis as a Representative of the Workforce.

## JAIME VALDIVIA



Jaime Valdivia is the Executive Director of the Piping Industry Progress and Education (PIPE) Labor-Management Cooperation Committee. He is affiliated with many labor associations including serving as the President of United Association Local Union 398. He is also a member of the Advisory Board for the Mount Baldy Regional Occupational Center. Mr. Valdivia is also a Certified Instructor of Journeyman Training. He received a B.A. in Labor Education from National Labor College and an Associate Degree in Applied Science/Industrial Training from Washtenaw Community College. He was nominated by the L.A. County Federation of Labor as the Representative of Joint Labor-Management Apprenticeship Programs.

## REPRESENTATIVES OF GOVERNMENTAL & ECONOMIC & COMMUNITY DEVELOPMENT ENTITIES

### ADRIANA BARBARA KUHNLE



Adriana Barbara Kuhnle is the Division Chief for the newly configured Los Angeles – Coastal Field Division of the Workforce Services Branch of the California Employment Development Department (EDD). Previously, Adriana served as the Deputy Division Chief for the Central South Region of Southern Workforce Services Division which encompasses over 41,000 miles, consists of nine counties, seven Workforce Development Boards (WDB), 12 AJCCs, and 120 staff. She has served on three WDBs and multiple sub-committees. Adriana has 33 years of experience working with the Employment Development Department; 15 of which have been in Workforce Services. She was nominated by EDD as a Representative of the State employment service office under the Wagner-Peyser Act.

### WAN-CHUN CHANG



Wan-Chun Chang has worked with the California Department of Rehabilitation (DOR) for over 38 years and is currently responsible for managing a vocational rehabilitation services program as the District Administrator over the Van Nuys/Foothill District. She has been a member of the L.A. County Commission on Disabilities and the Advisory Board since 2007 and previously served on the L.A. County Workforce Investment Board. She received her M.A. in Guidance from Eastern Kentucky University and her B.A. in English from Fu Jen Catholic University. She was nominated by DOR as the representative of programs carried out under title 1 of the Rehabilitation Act of 1973.

### DAVID FLAKS



David Flaks is the Chief Operating Officer of the Los Angeles County Economic Development Corporation (LAEDC), the largest regional economic development and one of the most diverse business associations in the L.A. County region. Mr. Flaks previously held positions of LAEDC Senior Vice President of Strategic Initiatives, Communications Director for a Democratic Nominee in a U.S. Congressional race, and President of David Flaks Capital, a communications and financial consulting firm. He received a Master's Degree in Political Management from George Washington University, a JD from American University, and a B.S. in Philosophy from the University of Wisconsin. He previously served as a Representative of Business and Economic Development on both the L.A. County and L.A. City Workforce Investment Boards. He was nominated by LAEDC as a Representative of Business and of Economic Development.



## REPRESENTATIVES OF ENTITIES ADMINISTERING EDUCATION & TRAINING

### CYNTHIA PARULAN-COLFER



Cynthia Parulan-Colfer is the Superintendent of the Hacienda-La Puente Unified School District, the 2nd largest adult education system in California (after LAUSD). She has over 25 years of educational leadership experience in Vocational Education, English-as-a-Second Language, Citizenship, Greater Avenues for Independence, Adults with Disabilities, and Parent Education. Ms. Parulan-Colfer received a J.D. from Boalt Hall School of Law, UC Berkeley, an M.A. in Educational Administration from CSU Fullerton, and a B.A. from UCLA. She was nominated by the Department of Community and Senior Services as a Representative of Adult Education.

### DR. PATRICIA RAMOS, *Secretary-Treasurer*



Dr. Patricia Ramos is the Dean of Workforce and Economic Development at Santa Monica College. She is also the owner and operator of Los Angeles' premier espresso catering business; America's Cup Espresso Bars, located in Santa Monica. Dr. Ramos was the 2015 Chair for the 26<sup>th</sup> Anniversary Awards Dinner of Hispanas Organized for Political Equality (HOPE). She previously served as the Youth Council Chair of the L.A. County Workforce Investment Board. She was nominated by Supervisor Kuehl as a Representative of Institutions of Higher Education.

## L.A. County WDB Member Roster - February 2017

Category	Name	Title / Position	Nominated By	Term Expires
Business	Carlos Adame	Vice President, Human Resources - AltaMed	Hollywood Chamber of Commerce	10/20/2017
Business	Russell Barnard	President - Hospitality Industry Management Group	Supervisor Kuehl / Santa Monica Pier Lessees Association	10/20/2018
Business	Randy Bowers	President - Malaga Bank	Supervisor Knabe / San Pedro Chamber of Commerce	10/6/2018
Business	Jose Gardea	Founder & President - Urbanism Advisors	Valley Economic Development Corporation (VEDC)	9/5/2018
Business	Cinde M. MacGugan-Cassidy	President - Catalina Business Services, Inc.	Supervisor Knabe / Catalina Island Chamber of Commerce & Visitors Bureau	10/6/2018
Business	Joanne Peterson	Executive Officer, Human Resources - Los Angeles County Metropolitan Transportation Authority	Los Angeles Area Chamber of Commerce	10/6/2017
Business	Holly Schroeder	Chief Executive Officer - Santa Clarita Valley Economic Development Corporation	Supervisor Antonovich / Santa Clarita Valley Economic Development Corporation	10/6/2018
Business	Erick Verduzco-Vega	President - South Bay Latino Chamber of Commerce	Supervisor Ridley-Thomas / South Bay Latino Chamber of Commerce	10/6/2018
Business	Dr. Michelle Yanez	Director of Educational Pathways - San Gabriel Valley Economic Partnership	San Gabriel Valley Economic Partnership	9/5/2018
Business / Government, Economic and Community Development	David Flaks	Chief Operating Officer - Los Angeles County Economic Development Corporation	Los Angeles Economic Development Corporation	10/6/2017
Government, Economic and Community Development	Adriana Kuhnle	Division Chief, Los Angeles-Coastal Field Division, Workforce Services Branch - Employment Development Department	California Employment Development Department	9/5/2018
Government, Economic and Community Development	Wan-Chun Chang	District Administrator - California Department of Rehabilitation	California Department of Rehabilitation	10/6/2017
Education and Training / Adult Education & Literacy	Cynthia Parulan-Colfer	Superintendent - Hacienda La Puente Unified School District	Los Angeles County Community & Senior Services	10/20/2017
Education and Training / Higher Education	Dr. Patricia Ramos	Dean, Workforce & Economic Development - Santa Monica College	Supervisor Kuehl	10/6/2018
Workforce / Labor	Aida Barragan	Executive Director - Building Skills Partnership	Los Angeles County Federation of Labor	10/20/2017
Workforce / Labor	Shomari Davis	Business Representative - IBEW Local 11 Electricians Union	Los Angeles County Federation of Labor	10/20/2017
Workforce / Labor	Lola Smallwood Cuevas	Project Director - UCLA Labor Center	Supervisor Ridley-Thomas / Los Angeles County Federation of Labor	12/8/2018
Workforce / Joint Labor-Management	Jaime V. Valdivia	Executive Director - Piping Industry Progress and Education (PIPE) Labor-Management Cooperation Committee	Los Angeles County Federation of Labor	10/13/2017
Workforce	Corinne Sanchez	President & CEO - El Proyecto del Barrio, Inc.	Supervisor Solis	10/6/2018
Workforce	Laurie Traktman	Board of Directors - California Conservation Corps Foundation	Supervisor Solis	10/6/2018