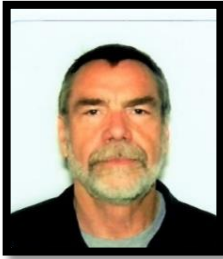


# LOS ANGELES COUNTY WORKFORCE DEVELOPMENT BOARD (WDB)

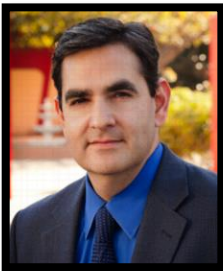
## MEMBER BIOGRAPHY

### REPRESENTATIVES OF BUSINESS

---



**RUSSELL BARNARD** is the 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. He was nominated by Supervisor Kuehl and the Pier Lessees' Association as a Business Representative.



**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. He was nominated by the Valley Economic Development Center as a Business Representative.



**OSWALDO (OZZIE) LOPEZ** is the Director of Workforce Development at AltaMed Health Services Corporation. He administers an annual budget of 3.5 million dollars in federal, state and foundation grants and oversees the development of internal and external healthcare career workforce training programs, focusing on strengthening the organizations regional healthcare workforce. With more than 23 years of workforce development and training experience, he has an extensive understanding in creating and leveraging public private partnerships with a focus on improving performance and delivery of outcomes. Mr. Lopez is in the process of earning his Doctorate in Education in Organizational Change in Leadership from the University of Southern California, earned a Master's in Public Administration from National University and his undergraduate degree in Political Science from California State University, Los Angeles. He was nominated by the Hollywood Chamber of Commerce as a Business Representative.



**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 as a Business Representative.

# LOS ANGELES COUNTY WORKFORCE DEVELOPMENT BOARD (WDB)

## MEMBER BIOGRAPHY



**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.*



**LAUREL SHOCKLEY** is currently serving as Southern California Edison's Economic Development Consultant for the San Fernando Valley, Santa Clarita Valley, Antelope Valley, San Joaquin Valley, Owens Valley, and Ventura and Santa Barbara Counties. Prior to joining Southern California Edison, she was the Director of Strategic Location and Expansion Services for KPMG covering the eleven western states. She also served as Director of the California Trade and Commerce Agency's Southern California Regional Office for eleven years, and prior to that time, did economic development for the Santa Fe Railway Company. Laurel served on the California Employment Training Panel as the governor's appointee from 1997 to 2000. In addition to serving on the Los Angeles County Workforce Development Board, Laurel is currently on the Board of Directors for the California Statewide Certified Development Corporation, the Greater Antelope Valley Economic Alliance, the Economic Development Collaborative of Ventura County, the Kern County Economic Development Corporation, the Santa Clarita Valley Economic Development Corporation, the Kings County Economic Development Corporation, and the Santa Barbara County Workforce Development Board. *She was nominated by Supervisor Barger as a Business Representative.*



**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 as a Business Representative.*



**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. *She was nominated by the San Gabriel Valley Economic Partnership as a Business Representative.*

# LOS ANGELES COUNTY WORKFORCE DEVELOPMENT BOARD (WDB)

## MEMBER BIOGRAPHY



**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 THE WORKFORCE /LABOR /JOINT LABOR MANAGEMENT

---



**AIDA CARDENAS** 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. She was nominated by the L.A. County Federation of Labor to serve as a Representative of Labor and the Workforce.



**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. She 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** 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. He was nominated by the L.A. County Federation of Labor to serve as a Representative of Labor and the Workforce.

# LOS ANGELES COUNTY WORKFORCE DEVELOPMENT BOARD (WDB)

## MEMBER BIOGRAPHY



**KEITH HARKEY** is a Business Representative with the Ironworkers Local 433 - covering Los Angeles, Las Vegas and the surrounding area that has a membership of 5,000 skilled workers which includes over 650 apprentices. Mr. Harkey is also on the District Council of Ironworkers of the State of California and Vicinity. He serves as an Executive Board Member of the Orange County Labor Federation and member of the Los Angeles County Labor Federation where he represents working people at the state and local level. As a Delegate for the Los Angeles/Orange County Building Trades Council and as member of the Joint Apprenticeship Training Committee (JATC), he is focused on expanding job opportunities by building and maintaining strong relationships with companies such as Disney. He was nominated by Supervisor Hahn as a Representative of Labor and the Workforce.



**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. She was nominated by Supervisor Solis as a Representative of the Workforce.



**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. She 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** 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 Mounty 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.

# LOS ANGELES COUNTY WORKFORCE DEVELOPMENT BOARD (WDB)

## MEMBER BIOGRAPHY

### REPRESENTATIVES OF GOVERNMENTAL & ECONOMIC & COMMUNITY DEVELOPMENT ENTITIES

---



**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** 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-I of the Rehabilitation Act of 1973.*

### REPRESENTATIVES OF ENTITIES ADMINISTERING EDUCATION & TRAINING

---



**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 Workforce Development, Aging and Community Services as a Representative of Adult Education & Literacy.*



**DR. PATRICIA RAMOS** is the Dean of the 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.*