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1 FRANK H. OGAWA PLAZA • 3RD FLOOR • OAKLAND, CALIFORNIA 94612

Office of the Mayor
Jerry Brown
Mayor

(510) 238-3141
FAX: (510) 238-4731
TDD: (510) 839-6451

Letter of Nomination

July 19, 2005

The Honorable City Council
One City Hall Plaza, Second Floor
Oakland, CA 94612

Dear Councilmembers:

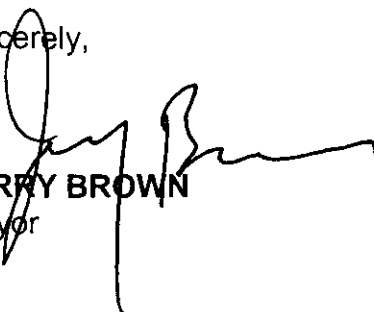
Upon nomination of the Mayor, the following person is hereby appointed as a member of the following Board or Commission:

Housing, Residential Rent and Relocation Board

Laura Arreola, Mayoral appointment to serve the unexpired term beginning February 12, 2003 and ending February 11, 2006, filling the Tenant Representative position previously held by Michael Montag.

If you have any questions or concerns, please feel free to contact me.

Sincerely,


JERRY BROWN
Mayor

Laura Arreola

SUMMARY OF QUALIFICATIONS:

- Over five years of experience in public affairs, communications, government affairs, and partnering with the community, government, and business leaders, board members, and non-profit staff.
- Ability to excel in a fast-paced, team-oriented environment.
- Strong project management skills - ability to take multiple projects simultaneously to completion.
- Consistently communicate through written proposals, reports and public speaking.

PROFESSIONAL EXPERIENCE:

Bay Area World Trade Center, Oakland, California 7/02 - Present

V.P., Marketing and Communications

- Collect and compile research for recommendation reports to Bay Area cities and businesses. Most recent report is City of Pittsburg, CA international economic development strategy.
- Project manage the Port of Oakland Accessibility Committee whose members include representatives from terminal operators, trucking companies, ocean carriers, logistic providers, supply chain providers, and import and export businesses. The committee's mission is to develop and implement solutions to improve the movement of goods through the Bay Area.
- *Produce and edit content in numerous formats including web, e-mail broadcast, newsletter, brochure, and news release and liaison to media for coverage on international trade.*
- Responsible for all aspects of event planning including the development of membership drives and annual symposiums that reach out to diverse business and economic development groups
- Manage corporate sponsor relationships: research and qualify prospective members; negotiate terms of membership; and involve associates in WTCA business development programs.

California-Mexico Trade Assistance Center, South San Francisco, California 9/01 - 3/02

Program Specialist

- Acquired new clients and affiliates through the implementation of marketing initiatives supported by direct marketing, promotional seminars and educational programs.
- Coordinated all aspects of event logistics including; scheduling, media, budget and promotion.
- Organized international trade missions to Latin America and matched foreign delegations with prospective Bay Area businesses.

International Trade Administration, San Francisco, California 9/98 - 5/01

Trade Analyst, Special Projects

- Developed annual strategies to grow Commerce programs: Video Market Briefings, NAFTA Series, and Trade Missions.
- *Participated in committees and councils to enhance services, extend outreach and strengthen partnerships.*
- Formed strategic partnerships with corporate community, federal and state agencies, and NGO's that enhanced market visibility and increased access to international development projects.
- Provided quality assurance support to ensure client satisfaction.

Research Analyst *United States Embassy, Mexico City*

7/00-9/00

- Co-wrote telecommunications report examining opportunities for American businesses in Mexico.
- *Worked with Governmental agencies and corporate community to develop research material.*
- Developed marketing collateral for California 2000 Trade Show.

EDUCATION:

Bachelor of Arts, University of California at Santa Cruz, Global Economics 1998

University of Costa Rica at San Jose, University of California Education Abroad Program 1997

SKILLS:

- Languages: Fluent in English and Spanish
- Community: Oakland YMCA Mentor, Berkeley Youth Alternative Tutor; Memberships: Women in International Trade, World Affairs Council, International Diplomacy Council, Commonwealth Club, Hispanic Chamber of Commerce
- Applications: HTML; DreamWeaver; PhotoShop; Illustrator; Quark; Mac OS; Windows; MS Access, Excel, PowerPoint

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

DRAFT

RESOLUTION APPOINTING LAURA ARREOLA AS A MEMBER OF THE HOUSING, RESIDENTIAL RENT AND RELOCATION BOARD

WHEREAS, Chapter 8.22 Oakland Municipal Code creates the Housing, Residential Rent and Relocation Board whose members are nominated by the Mayor and approved by the City Council; and

WHEREAS, Chapter 8.22 Oakland Municipal Code specifies that members of the Housing, Residential Rent and Relocation Board are to serve three year terms, which are to be staggered so that some appointments will expire every year, and appointments to fill a term of office are only to be for the remainder of that term; now, therefore, be it

RESOLVED, that by the nomination of the Mayor, the following individual is hereby appointed to the term set forth below:

Laura Arreola, as Tenant Representative, to serve the term beginning February 12, 2003 and ending February 11, 2006 filling a position previously held by Michael Montag.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES- BRUNNER, KERNIGHAN, NADEL, QUAN, BROOKS, REID, CHANG, AND
PRESIDENT DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-

ATTEST:

LATONDA SIMMONS
City Clerk and Clerk of the Council
of the City of Oakland, California