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

Office of the Mayor  
Jerry Brown  
Mayor

Letter of Nomination

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

April 20, 2004

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

Dear Councilmembers:

Upon nomination of the Mayor, the following persons are hereby appointed as members of the following Board or Commission:

**PARKS AND RECREATION ADVISORY BOARD**

Jeffrey Taylor, Mayoral appointment to serve the term beginning November 13, 2002 and ending November 13, 2005, filling the position formerly held by Yvonne Myers (term: May 7, 1996 - November 13, 2002).

Ben Tate, Mayoral appointment to serve the term beginning November 13, 2001 and ending November 13, 2004, filling the position formerly held by Dinah Fischbach (term: October 27, 2000 - November 13, 2001).

Brad Richards, Mayoral appointment to serve the term beginning November 13, 2002 and ending November 13, 2005, filling the position formerly held by Matthew Webb (term: July 30, 1996 - November 13, 2002).

Barbara Schock, Mayoral appointment to serve the term beginning November 13, 2001 and ending November 13, 2004, filling the position formerly held by Theresa Nelson (term: October 24, 1995 - October 20, 2001).

Rosa Linda Armendariz, Mayoral appointment to serve the term beginning November 13, 2002 and ending November 13, 2005, filling the position formerly held by Hans Carlberg (term: November 13, 2002 - November 13, 2005).

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

Sincerely,

  
JERRY BROWN  
Mayor

25  
ORA/COUNCIL  
APR 20 2004

# OAKLAND CITY COUNCIL

# DRAFT

RESOLUTION No. \_\_\_\_\_ C.M.S.

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## RESOLUTION APPOINTING JEFFREY TAYLOR, BEN TATE, BRAD RICHARDS, BARBARA SCHOCK, AND ROSA LINDA ARMENDARIZ AS MEMBERS OF THE PARKS AND RECREATION ADVISORY

**WHEREAS**, Ordinance No. 8065 C.M.S. creates the Parks and Recreation Advisory Commission, whose members are nominated by the Mayor and approved by the City Council; and

**WHEREAS**, Ordinance No. 11731 C.M.S. specifies that members of the Parks and Recreation Advisory Commission 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 individuals are hereby appointed to the terms set forth below:

Jeffrey Taylor, Mayoral appointment to serve the term beginning November 13, 2002 and ending November 13, 2005, filling the position formerly held by Yvonne Myers (term: May 7, 1996 - November 13, 2002).

Ben Tate, Mayoral appointment to serve the term beginning November 13, 2001 and ending November 13, 2004, filling the position formerly held by Dinah Fischbach (term: October 27, 2000 - November 13, 2001).

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Rosa Linda Armendariz, Mayoral appointment to serve the term beginning November 13, 2002 and ending November 13, 2005, filling the position formerly held by Hans Carlberg (term: November 13, 2002 - November 13, 2005).

**IN COUNCIL, OAKLAND, CALIFORNIA,**

**PASSED BY THE FOLLOWING VOTE:**

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

**NOES-**

**ABSENT-**

**ABSTENTION-**

**ATTEST:**

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CEDA FLOYD  
City Clerk and Clerk of the Council  
of the City of Oakland, California

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**ORA/COUNCIL**  
APR 20 2004

# *Jeffrey Leon Taylor*

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## **OBJECTIVE**

To be a contributing team member where my abilities and experience in community service and management can be a significant factor in helping to achieve the city's goals.

## **QUALIFICATIONS**

### **Teacher:**

- \* Sixth-grade English/Social Studies teacher

### **Interim Executive Director:**

- \* Managed branch operations
- \* Supervised twenty-five staff members
- \* Administered branch budget totaling \$380K

### **Program Director:**

- \* Supervised a team of twenty-one staff members
- \* Successfully managed Youth Services and AmeriCorps Program budgets totaling \$225K
- \* Accomplished division goal of annual fundraising campaign that surpassed overall campaign goal
- \* Established new community collaborations

### **Program Assistant:**

- \* Assisted with the creation of Oakland T.E.E. N. 24-hour crisis hotline
- \* Developed and created branch program brochure

## **SUMMARY OF EXPERIENCE**

### **November 1998 to Current ~ Teacher**

*Oakland Unified School District (Lowell Middle School), Oakland, CA*

Sixth-grade English and Social Science teacher. Mentor for several students. Facilitate boys support group. Coached boys basketball team. School site-technologist. Troubleshooting computer problems for school.

### **December 1995 to November 1998 ~ Program Director**

*YMCA of the East Bay, Eastlake Branch, Oakland, CA*

Directly supervised program staff and indirectly supervise seventeen AmeriCorps Members. Managed Youth Services Program (drug and alcohol abuse prevention). Administered Oakland T.E.E.N. 24-hour hotline. Served as division aide to Partnership in Youth annual fundraising campaign. Managed and coordinated program budgets totaling \$225k. Supervised court appointed volunteers. Collaborated with other community based organizations that provide services to youth. Monitored customer satisfaction. Developed and created Eastlake YMCA flyers and brochures.

**June 1997 to October 1997 ~ Interim Executive Director**  
*YMCA of the East Bay, Eastlake Branch, Oakland, CA*

Responsible for overall management of branch operations and supervision of staff. Increased visibility of Eastlake YMCA in Oakland. Met with branch Board of Managers on a monthly basis. Resolved customer complaints. Attended community advisory board meetings.

**April 1994 to December 1995 ~ Program Assistant**  
*YMCA of the East Bay, Eastlake Branch, Oakland, CA*

Assisted Program Director with facilitating programs to meet the Alameda County Alcohol and Drug Programs contractual obligations. Commanded male support groups. Conducted classroom presentations regarding drug and alcohol abuse prevention. Assisted with 24-hour teen crisis hotline. Developed and created program flyers and brochures.

**October 1992 to April 1994 ~ Recreation Specialist**  
*YMCA of the East Bay, Eastlake Branch, Oakland, CA*

Organized and developed youth sports and recreation programs. Conducted overnight stays at Eastlake.

**March 1977 to October 1992 ~ Recreation Leader I**  
*Brookdale Recreation Center, Oakland, CA*

Assisted Center Director with daily operations. Maintained program attendance reports. Ordered program supplies. Instructed youth in cooking activities, arts and crafts and sports. Tutored junior and senior high school students. Assisted students with college financial aid and entrance applications. Assist students with SAT test preparations. Managed Midnight Basketball site.

**EDUCATION**

**California State University, Hayward, Hayward, CA**  
*Multi-subject Teaching Credential, December 2003*

**New College of California, San Francisco, CA**  
*Bachelor of Arts, Humanities, May 1997*

**Vista Community College, Berkeley, CA**  
*Associate of Arts Degree, Liberal Studies, June 1991*

**REFERENCES**

Furnished Upon Request

# J. BENNETT TATE

Office: (925) 295-2863

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## SUMMARY OF QUALIFICATIONS

Experienced executive with focus on Human Resources and Operations. Skills applied in a variety of job settings, from Health Care, Heavy Industrial, Consulting, Higher Education Administration to teaching. Skilled problem solver and decision maker with the ability to build effective teams. Effective communicator with experience in Community/Government relations and public speaking.

- **HR Program Management:** Consultant to top management. Labor relations' strategy. Work force planning and development to meet business objectives.
- **Leadership:** Coordinating the recruitment of qualified executives. Leadership identification, development and training, and training in participatory management techniques.

## PROFESSIONAL EXPERIENCE

**DBM, Walnut Creek, CA** **2001 – 2003**

**Managing Consultant** of Walnut Creek office of DBM, a world leader in outplacement consulting and other Human Resource related expertise/products

- Effectively met or exceeded profit margins two years in a row while containing operating costs.
- Lead team through an office renovation during peak business times without loss of personnel or customer complaints.
- Successfully partnered with Account Executive to increase sales.
- Meet with business leaders on a regular basis to assess their needs for potential employees. Successfully placed our customers in a number of east bay jobs.

**KAISER PERMANENTE, Golden Gate Service Area** **2000 – 2001**

Member of the Executive team, managing the service area that included four hospitals and clinics from Santa Rosa to South San Francisco.

### **Human Resource Leader**

- Developed an effective human resource team that coordinated and shared best practices, reduced recruitment and workers compensation costs.
- Led service area partner in the joint union/management agreement implementation resulting in a less costly way of doing business with one large union.
- Led Human Resource team in collecting common employee data for more effective Joint Commission Reporting.

**SUMMIT MEDICAL CENTER, Oakland, California** **1991 – 2000**

Member of executive management team (including CEO and Chairman of the Board) negotiating the integration of Summit Medical Center with Sutter Health System.

**Vice President Political and Community Relations and Merger Activities** **1997 – 2000**

- Key member of negotiating team exploring potential health care partners including Catholic Health Care West, Tenet, Columbia, and Sutter Health.
- Effectively presented Summit's position to political and industrial leaders in the East Bay. Additionally, made formal presentations to community and union groups, which resulted in community understanding of the merger.
- Key member of the leadership team that designed leadership identification and selection process for the merged entity.

**Vice President of Human Resources and Guest Services** **1994 – 1997**

- In addition to Human Resource also managed Guest Services which was comprised of 400 employees represented by three unions.
- Contracted for improved security services with County Sheriff's Department resulting in safer environment and increase of employee morale.
- Directed refurbishing of clinical floors increasing customer satisfaction.

- Renegotiated food vendor and linen contracts resulting in savings.
- Developed and implemented "Continuous Learning Center," successfully retraining and retaining employees.
- Successfully reduced Workers Compensation costs by introduction of a "Return to Work Program" and an "Accident Prevention Program."

**Vice President of Human Resources**

1992 – 1994

Reorganized the HR Department to make it more responsive to internal customer needs. Redesigned the employee evaluation system. Redefined relationships with six unions and established a professional, cooperative atmosphere.

- Introduced a *Continuous Quality Improvement (CQI)* process – training employees in customer service, using a *Professional Service Works* model. Established a medical Center Quality Council, resulting in increased customer satisfaction.
- Implemented flexible benefits for both contractual and non-contractual employees containing rising health care costs.

**MERRITT PERALTA MEDICAL CENTER, Oakland, California**

1991 – 1992

**Director Human Resources**

- Managed the successful merger of the two work forces of Merritt-Peralta and Providence hospitals to create Summit Medical Center, which cut expenses and increased services.
- Integrated six union contracts covering 60% of the work force, decreasing labor costs.

**KAISER ALUMINUM AND CHEMICAL CORPORATION, Oakland, California**

1979 – 1991

**Manager of Personnel – Group Insurance – Employee Health Assistance Program**

Managed corporate staff compensation program; evaluated and implemented staffing reductions; introduced employee involvement programs.

- Managed corporate health benefits plan, implementing flexible benefits, reducing healthcare costs.
- Directed the Employee Health Assistance Program serving 20,000 employees at 30 locations. Realized a \$4 return for every dollar invested.

**PREVIOUS PROFESSIONAL BACKGROUND**

**ANTIOCH COLLEGE**, Yellow Springs, OH, *Dean of Admissions and Faculty Member*  
**UNIVERSITY OF REDLANDS, JOHNSTON COLLEGE**, Redlands, CA, *Dean of Admissions*  
**UNITED PRESBYTERIAN CHURCH**, San Angelo, TX, *Minister*

**EDUCATION**

**BA**, Philosophy, University of Dubuque, Dubuque, IA  
**Masters of Divinity**, Union Theological Seminary, New York, NY

**ACCREDITATION**

Certified Employee Assistance Professional  
 CQI Trainer  
 Customer Service Trainer  
 Leadership Trainer

**PROFESSIONAL AFFILIATIONS/COMMUNITY ACTIVITIES**

Executive Committee, Alliance for Business  
 Northern California Human Resource Council  
 Presenter – Health Care Cost Containment, Conference Board Seminar, New York, NY  
 Rotary  
 Chamber of Commerce

### **Current Employment:**

1988-present Landscape Architect, City of Berkeley, Parks, Recreation and Waterfront Dept.,  
2121 Allston Way, First Floor, Berkeley, CA 94704  
Supervisor: Lisa Caronna, Director (510) 981-6700

City of Berkeley Landscape Architect responsible for project professional design and project management duties in all areas of park and landscape capital improvements (see Attachment). Responsible for various Grant and Program Administrations for the City of Berkeley, including Parks Minigrant Program (\$50,000 per year since 1998); the Alameda/Contra Costa Counties \$3.2 million Local Assistance Grant Program (1988-2001), various Community Development Block Grant funded projects; State of California Department of Parks and Recreation 1988 and 1986 and 2000 Bond Acts and Roberti-Z'berg-Harris Grants; State of California Integrated Waste Management Program Grants; Urban Parks and Recreation Recovery grants; Coastal Conservancy Grants; and federal Land and Water Conservation Fund grants and FEMA (Federal Emergency Management Act). Provide general coordination of parks design program and staff. Community Garden liaison (since 1999.) Served as the Parks and Recreation Design Subcommittee Secretary (1999-2003). Coordinated various community volunteer construction efforts in parks and public open spaces.

### **Past Employment**

1985-1988 Robert La Rocca & Associates, 760 Market Street, Suite 256, S.F., CA 94102  
Supervisor: Robert La Rocca, Owner 415-777-5363  
Urban plaza, commercial, and streetscape Design and Construction Administration

1986-1988 Pilgrim Park Apartments, 8 North San Pedro Road, San Rafael, CA 94901  
Supervisor: Pete Johnson, Manager 415-479-2747  
Groundskeeping Supervisor and physical plant management assistance

1984-1985 Callander Associates, 311 Seventh Avenue, San Mateo, CA 94401  
Supervisor: Peter Callander, Owner 415-375-1313  
Commercial, private and park landscape Design and Project Management

1980-1984 Albany Unified School District, Albany Children's Center 1140 Ninth Street, Albany, CA 94706  
Supervisor: Ms. Martin, Principal, 510-559-6590  
Gardener lawns, plantings and play area upkeep and maintenance

1977-1980 Gardener, Imperial Mobile Estates, 5065 Telephone Road, Ventura, CA. 93003  
Supervisor: John Slavik, Owner 805-642-1196  
Gardener lawns, plantings, street trees, swimmingpools and general maintenance

### **Education**

M.L.A. 1985, University of California, Berkeley, CA  
A.B.L.A. 1982, University of California, Berkeley, CA  
A.A. 1979, Ventura Junior College, Ventura, CA

### **Professional Affiliations**

American Society of Landscape Architects, 2001  
California Parks and Recreation Society, 2000  
Subcommittee Member, City of Albany Parks and Recreation Commission, 1999

### **Volunteer Activities**

Assistant Scoutmaster, BSA, 1993 to present

### **References**

Jeffrey Egeberg, Manager of Engineering, City of Berkeley 510-981-6400  
Allan Maris, former Mayor City of Albany 510-526-7032  
William Montgomery, former Parks Superintendent City of Berkeley, City of Santa Rosa, 707-543-3271  
Ms. Zasa Swanson, former President, Berkeley Partners for Parks 510-649-9874  
Mr. Bill French, retired Civil Engineer, Chevron Corp. 510-525-1696



2003

**Project Name:** University Avenue Median Landscaping Renovations—Phase 2  
**Scope:** 1.5 mile long native planting and irrigation median improvements  
**Duties:** Project Manager; Public Review, Design consultant coordination, and Construction Administration  
**Amount:** \$747,000

**Project Name:** Renovations of CCA-Treated Wood Playground Structures at Cedar Rose Park, King School Park, Live Oak Park and Shorebird Park  
**Scope:** Renovation of playgrounds to remove CCA-treated wood and perform safety and accessibility upgrades  
**Duties:** Project Manager; Public Review, Design consultant coordination, and Construction Administration  
**Amount:** \$1.015 million

**Project Name:** Codornices Park Play area and Accessibility Renovations  
**Scope:** Renovation of playground and park pathways for safety and accessibility  
**Duties:** Project Manager for Design, Public Review, Construction Documents, Construction Administration  
**Amount:** \$350,000

**Project Name:** Ohlone Park Play Area and Accessibility Renovations  
**Scope:** Renovation of playground and park pathways for safety and accessibility  
**Duties:** Project Manager for Design, Public Review, Construction Documents, Construction Administration  
**Amount:** \$115,000

**Project Name:** Tennis Court Lighting Rehabilitation at Live Oak Park, San Pablo Park and Willard Park  
**Scope:** Tennis Court lighting  
**Duties:** Project Manager, Design Consultant coordination, and Construction Administration  
**Amount:** \$ 210,000

2002

**Project Name:** Berkeley Bay Trail  
**Scope:** 1.7 miles long asphalt bike trail and landscaping along waterfront  
**Duties:** Project Preliminary Design, Public Review; and Construction Administration assistance  
**Amount:** \$2.1 million

**Project Name:** Sports Court Renovations  
**Scope:** Tennis and basketball and soccer court resurfacing  
**Duties:** Project Manager, Design and Construction Administration  
**Amount:** \$ 231,000

2001

**Project Name:** University Avenue Medians--Soil Preparation Phase 1  
**Scope:** Soil removal and replacement  
**Duties:** Project Manager; Public Review, Design Consultant coordination; Construction Administration  
**Amount:** \$90,900

**Project Name:** Aquatic Park Natural Resources Management Study  
**Scope:** Study to develop recommendations for improving habitat and water quality in Aquatic Park.  
**Duties:** Project Manager; public review and contract management coordination with design consultant  
**Amount:** \$70,000

2000

**Project Name:** Willard Middle School Ballfield Lighting  
**Scope:** Baseball field lighting Improvements  
**Duties:** Public Review, Design Consultant Coordination, and Construction Administration  
**Amount:** \$ 231,000

**Project Name:** Glendale La-Loma Park Tot Lot and Grove Park Playground Renovations  
**Scope:** Renovate tot playgrounds for safety and accessibility  
**Duties:** Project Manager, Design, Public Review and Construction Administration  
**Amount:** \$435,000

## **BARBARA SCHOCK**

### ***Skills and Qualifications***

Demonstrated commitment to community service, working with young people, and to the significance of non profits. Value enrichment to organizations and the community provided by diversity of ages, abilities, cultures and ethnicities. Strong leadership and organizational skills, with the ability to build alliances with both organizations and individuals.

Documented excellence in:

- Interviewing - good listener
- Writing skills - newsletters, thank you letters, training materials, funding requests
- Public speaking - group recruitment, training sessions, conducting meetings
- Understanding of and familiarity with community resources
- Team building - large events, committee coordination
- Working with all ages of children individually or in group programs in both academic and recreational settings
- Working with families/adults at the Hospital and other non-profits

### ***Professional Experience and Accomplishments***

#### **Children's Hospital Oakland, Manager of Volunteer Services 1985 - 2002**

- Recruited, interviewed, trained, evaluated, supervised more than 9,000 volunteers
- Placed men, women, teenagers in more than 30 different areas of the Hospital
- Worked with youth groups on community service/service learning opportunities
- Extensive public contact regarding donations of toys and money, special visitors, tours.
- Responsible for program budget
- Part of management team

### ***Community Service/Volunteer Experience and Accomplishments***

#### **Classroom/After School and Youth Programs 1996 to present**

- Tutor at KIPP and Carter Middle Schools, Lockwood, Lafayette, Washington, Franklin, Lighthouse elementary schools
- Court Appointed Special Advocate (CASA) 2000 - completed training and advocated for three children

#### **Urban Fairs**

- Oakland Festival of the Arts 1983 - 1985
- Board member,
- Organized noon concerts at 5 Oakland Parks - music, face painting
  
- Festival at the Lake (Oakland) 1984 -1996
- Board member
- Chair Steering Committee and Volunteer Coordinator (placing 500 volunteers) 1985 event
- Organized children's Parade of Masks
- Created hands on children's activities representing Children's Hospital

**Performing Arts**

Oakland Symphony Orchestra Association and Women's Guild 1969 - 1984

Board of the Association for 10 years, president of the 250 member women's Guild 1976 -78.

Co founder of Wee Pals (using Morrie Turner cartoon characters) Sunday concert series for young people.

Association of California Symphony Orchestras (ACSO) 1976 - 1982

Board member, secretary

Planned and carried out state-wide convention at Mills College for 200 orchestra administrators/leaders.

Arranged program, speakers, housing, meals and entertainment.

**Oakland Cares 1989 - 1997**

Organized a non profit, based on a national model, to provide hands on, one time community service opportunities primarily for working adults. 1989

Recruited board of directors, wrote by-laws, oversaw incorporation and non profit status

Organized and participated in numerous service opportunities

***Education/Training***

BA in History, minor Education, College of William and Mary in Virginia

Masters Degree Candidate in Public Administration, Cal State Hayward

***Awards***

Oakland's Mother of the Year 1996 - city wide honor for community service

San Francisco Bay Girl Scout Council Daisy Award 2001 - regional award for service to youth

***Boards, Current***

Keep Oakland Beautiful, Secretary

KIPP Bridge middle school , board member

**EXPERIENCE**

- 2000 – Present **The James Irvine Foundation**, San Francisco, CA. *Program Associate*  
 Monitored the \$11.5 million Higher Education Program grants portfolio, focused on increasing representation of ethnically diverse and low-income populations in California's postsecondary institutions. Collaborated with a team of researchers to support institution-wide diversity strategies and evaluation at 28 independent California colleges and universities. Contributed to designing the foundation's new grantmaking strategies around youth and academic achievement through the strategic planning process. Provided grantseekers with feedback on concept papers and proposals; reviewed proposals; conducted institutional and financial analyses; and prepared grant recommendations for review and approval by the Board of Directors. Monitored grants and conducted site-visits to assess progress of foundation-funded efforts. Managed program consultants. Engaged in the philanthropic sector and wider field of education and college outreach programs, including tracking research and policy issues relating to diversity and education.
- 1998 – 2000 **Center for Latino Policy Research (CLPR)**  
 University of California at Berkeley, Berkeley, CA. *Program Coordinator*  
 Designed and implemented public service events, including conferences, academic meetings, colloquia, policy briefings, receptions, and advisory board meetings. Directed grant program for faculty and students, monitored budgets and grant policies. Supervised student work-study assistants and interns. Prepared fundraising proposals and reports to funding agencies. Managed production of CLPR's semesterly newsletter. Spearheaded creation of CLPR's website.
- 1999 – 2000 **Harvard Immigration Project**  
 The Longitudinal Immigrant Student Adaptation Study, Berkeley, CA. *Research Assistant*  
 Interviewed diverse group of immigrant high school students and parents in the Bay Area. Conducted classroom observations; wrote fieldnotes on student participation, school and classroom environment; conferred with teachers and school officials; and presented observations to project directors.
- 1997 – 1998 **Office of the Registrar University of California at Berkeley**  
 Berkeley, CA. *Administrative Assistant for Verification Services*  
 Certified loan deferments and attendance. Assisted students, parents, schools and agencies and worked with verification officers to ensure accuracy and efficiency.
- Summer 1997 **Mathematics, Engineering, Science Achievement (MESA) Summer Academy**  
 University of California at Berkeley, Berkeley, CA. *Communications Teaching Assistant*  
 Developed and taught the review session for the junior high communications class. Assisted instructor in designing a six-week curriculum on science, technology and communities of color in the U.S. Administered writing workshops. Instructed students on research methodologies.
- EDUCATION**
- June 1997 **Stanford University**, Stanford, CA. Bachelors degree in Spanish Literature (with Distinction and Honors), minor in American Studies.

**ADDITIONAL INFORMATION**

- **Board Member & 1992 Alumna**, Chicano Latino Youth Leadership Project, Inc. (CLYLP), Sacramento, CA 2002-present
- **Committee Member**, Hispanics in Philanthropy, Funders' Collaborative for Strong Latino Communities, Northern California and Central Valley, 2002-present
- **Reader**, Chicana/Latina Foundation Scholarship, San Francisco, CA. 2002
- **Committee Member**, Alameda Hispanic Chamber of Commerce Education Com. 2003-present
- **Board Advisor**, Cambiar, Cambridge, Inc., Mass. 2003-present